

LEISURE PLAY

February, Vol. 3 No. 2

Journal of the Amusement Equipment Industry



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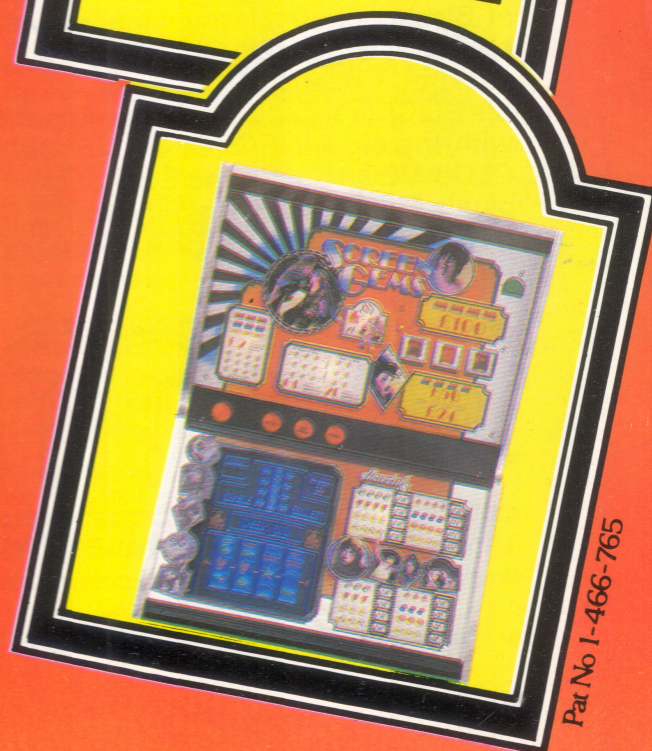
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1. 2.



3. 4.



Four fine machines from JPM

The 1982 JPM range of machines on show at Blackpool are clearly winners in all classes. (1) SILVER GHOST the All-Jackpot 3 Reel AWP machine.

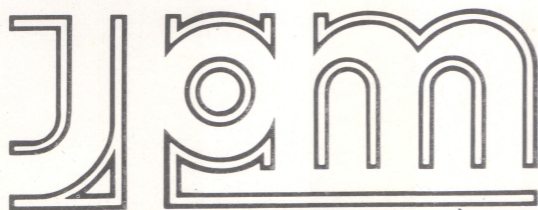
(2) CLICKITY CLICK another fine AWP with the big BINGO feature. (3) JPM's CLUB VEGAS with the £100 Jackpot — plus a £50 Jackpot machine called CLUB RENO. (4) SUPA STEPPA 10p AWP with the 'Steppa' feature.

The JPM Distributors, all at the Blackpool show, will have these machines on display.

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LEISURE PLAY

Editor.....TONY CARTER
Advertising Manager.....BERNIE ROGERS
Production Director.....TONY MASHEDER
Technical Director.....BOB DUFFY
Editorial Addresses: Leisure Play, McMillan Martin,
Northgate, White Lund Industrial Estate, Morecambe.
Tel: 0524-36241.
Advertising: Tel. 0625 612818.
Europe: Mary Openshaw, 44 Quai Du Commerce
(Box 00), 1000 Bruxelles, Belgium.

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MARY OPENSHAW, our International Correspondent,
can now be contacted by 'phone on
010-32-2-217-10-93.

COVER PICTURE

What Lord Kitchener would have made of video games is anybody's guess. But his World War I recruiting poster brought the British Army hundreds of thousands of recruits. Century Electronics have also attracted a lot of recruits for their Century Video System. The Oldham-based company has companies in the UK, USA, Japan, Australia, South Africa, France, Spain, West Germany and Eire licensed to build their product.

The Century game module allows instant game changes and is so flexible that virtually any game or novel effect can be incorporated.

Century, headed by Joint Managing Directors Peter Robinson and David Jones, devote most of their energies to research and development but still manufacture video game machines to a high standard. They have a team of first class electronics technicians and have built up a superb Research and Development department.

The CVS means the operator can have instant game change with first class reliability. The system was launched in July last year and has been a tremendous success. Century licensed Dutchford, the Fairford-based company, to manufacture the system in the UK.

COMMENT

The 1982 ATE, held at the NEC, Birmingham, left the trade split down the middle. There were those who felt the superb facilities at the ATE outweighed all other considerations and those who were convinced that London, with its established social life and attractions for overseas visitors, was the only place to hold an ATE.

There is no doubt that the purpose-built NEC has the edge over any of the London sites in terms of facilities. The 1982 ATE must have been one of the smoothest ever held.

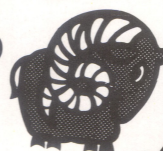
The social side suffered - parties were few and far between. But the prime purpose of the ATE is to generate as much trade as

possible for the industry and the social side should be very much a secondary consideration. However, overseas visitors must be encouraged to spend as much time as possible at the ATE. They figure prominently in the plans of many British firms and if Birmingham does not appeal to them, that in itself gives London the vote as far as many firms are concerned.

But did Birmingham get a fair chance? The rail strike, which hit the last two days, the IMA overlap and the pre-show bad weather, which got a lot of publicity abroad, conspired to put off many overseas visitors.

One could not help feeling that Birmingham, with its limitless space, could, in time, become the best possible site for the ATE.

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line and smaller wins for **Tic Tac Toe**. An
increased number of £10, £5 and £2 wins
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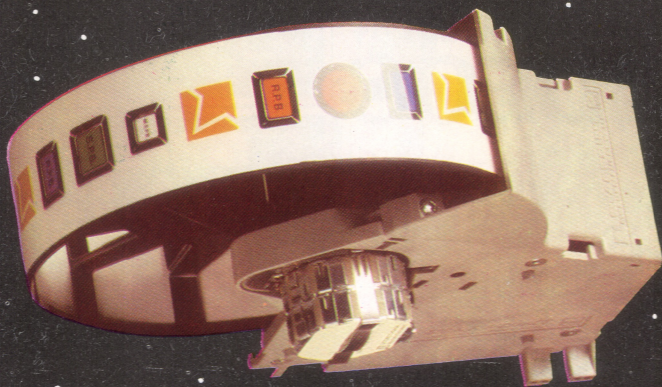


Bell-Fruit

Contact: Keith Healey
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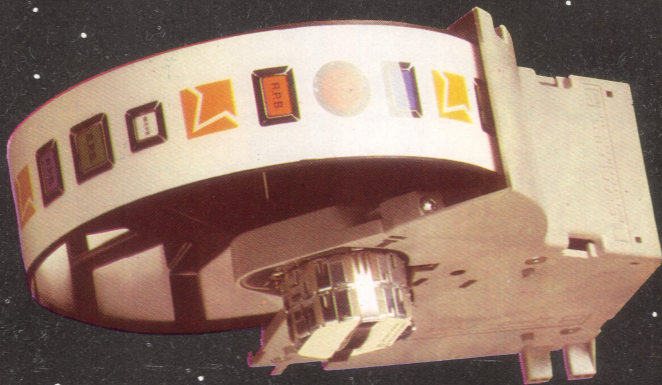
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**Winner of Special Award for
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Starpoint's Modular Reel Mechanism
**Winner of Special Award for
Technological Innovation**
A.T.E. Birmingham 1982

THE GEM FROM ACE THAT WON THE TOP AWARD AT THE ATE – AND A LOT OF FANS



Screen Gems is Ace's first Video Club Machine, and uses the same processor and logic board as the successful video awp.

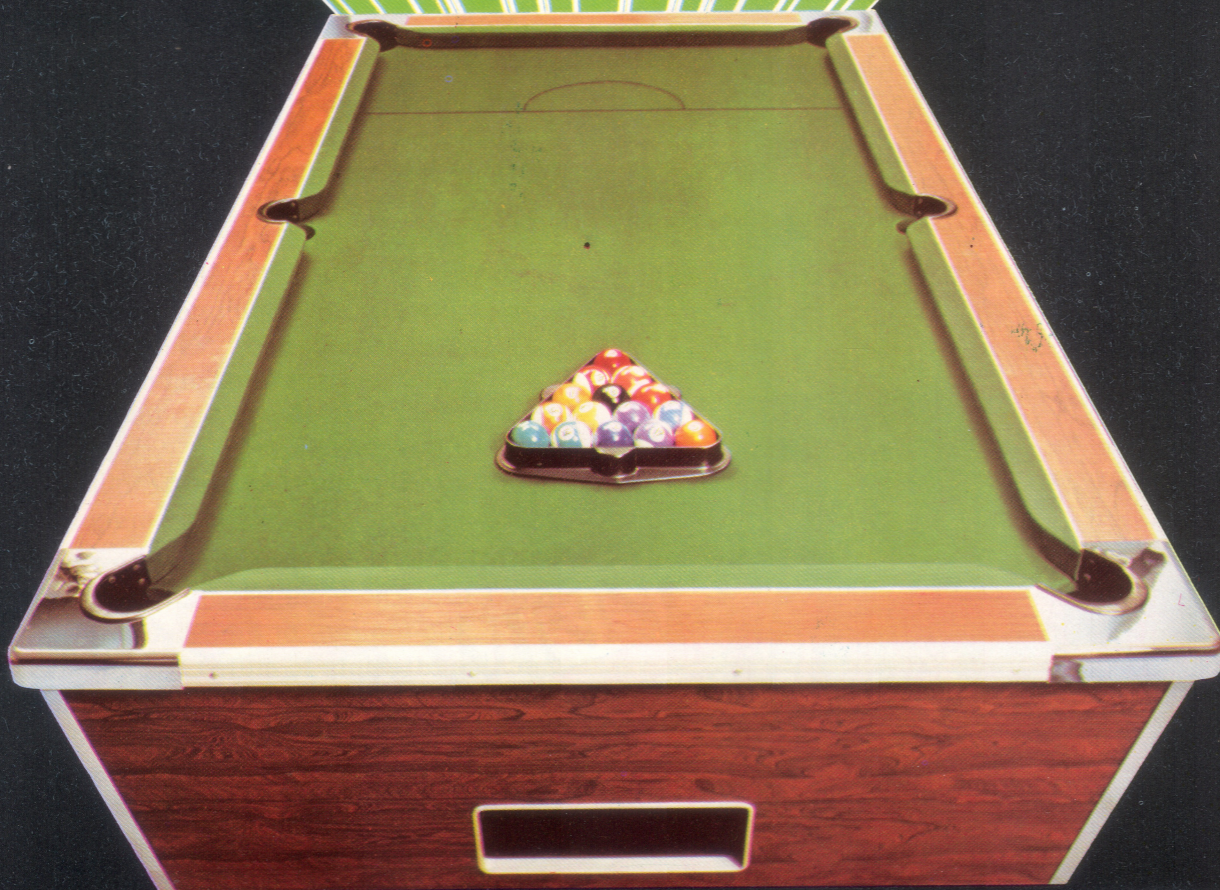
MACHINE FEATURES All Game information displayed on the monitor screen. On screen metering including refill meters. Refill available on 10p and 50p inserts. Stabilised percentage payout with four selectable settings at 76%, 78%, 80% and 82%. Three coin inserts 10p - 50p and the new 20p coin when issued. Built in test routines check lamps, solenoids, monitor set up, win recognition. Available in 10p and 50p versions with a payout range from 20p to £100 or 10p to £50. Accountancy and stabilizer systems protected from mains failure.

GAME FEATURE Gamble Feature on all wins up to £3.20. The gamble feature is displayed on the top half of the Monitor Screen. The machine attempts to match two arrows with a single illuminated panel selected by the player. If one arrow matches the win is doubled (x2). If both arrows match the panel the win is quadrupled (x4). If no arrows match the win is lost.

HALF GAMBLE The half gamble uses the same display, only half the win is paid and half is gambled, if the gamble is successful half is paid and the remainder gambled again, this continues until the final gamble is lost

MAIN FEATURE This feature has three base values. 20p to £1 for 2 star criss cross on reels 2 and 3 60p to £6 for 3 star criss cross left or right. £2 to £100 for 4 star criss cross or any 3 of a kind bars left or right. During this feature the reel display is removed from the screen to be replaced with 5 win values, the 5 values are then covered by shell symbols which then cycle and come to rest, they can flash in sequence and the player may select one of the five by pressing the feature button the shell will then lift and display the hidden value. The sequence is then repeated and the player has four attempts in all to increase his win.

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IT'S BACK TO THE CAPITAL

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The 1983 ATE will be held at London's Olympia. At the time of going to press no date had been fixed but Organiser Joe Burnip said: "The decision to move back to London has been taken and we are negotiating on dates."

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• Mel Yates, AFM, pours the champagne to celebrate his company's award.

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There was a strong body of opinion in favour of returning to London after complaints from overseas visitors about the difficulties in getting to Birmingham and the comparative lack of social facilities in the Midlands.

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The 1982 ATE, the first to be held outside London, closed with mixed feelings. It broke all the records — there was more floor space covered than at any previous show and the 206 exhibitors added up to the highest ever total.

Facilities at the NEC, Birmingham, were first rate and business on the whole was good. But many exhibitors said they preferred London, mainly because visitors were prepared to spend longer at a show held in the capital.

For the first time in four years video games had to take a back seat and awps claimed the limelight with pinball machines showing definite signs of a major recovery.

The train strike and pre-show weather, both the subject of major stories in the overseas Press, formed a double blow and the overlap of the Frankfurt show did not help matters.



• Harold Phillips, left, Managing Director and Gordon Berryman, Chairman, of Ace, with the machine that won the BACTA award for best coin op game in show. Fred Alexander, extreme left, and Frank Manzi look on.

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• On the Tickertime stand: Richard Cresswell, Sales Manager, Louise Bowyer, Richard Bowyer, Managing Director, Sara Matthews.

The stars of Hazel Grove's stand were the new Seeburg video juke box, exclusive to Hazel Grove in the UK and Eire, and the new Each Way Double fruit machine, which is built at Hazel Grove's Heaton Mersey factory.

Sales Manager Stan McKenna said: "The fruit machines are an extension of our range. They were the logical next step and we have spent a lot of time developing the microprocessor unit and designing

the lines of the machines. Reliability and playing position are vital and the reports on site tests have been extremely good. Our machine will be able to take the 20p coin as soon as it is introduced later this year. There will be no need for conversion. The Each Way Double comes in black with a red option for arcades.

The Seeburg video juke box is attracting a lot of comment. It displays titles, location news, the ten most popular hits which



• Derek Wells and Colin Kirby, Directors of KW Systems.

are constantly up-dated by the computer, a strip for advertising and the facility for the operator or site to programme in whatever information they want... including the day's menu. There is also a wallbox black and white monitor and any information fed into the main juke box also feeds into the wall box.

Tornado Model Products, who recently clinched an £85,000 order in Brazil, had a stand which captured the interest of over-

seas and UK visitors.

Their coin operated remote control equipment has a fine reputation and the new console for their boats was very well received. It incorporates a realistic ship's wheel.

Tornado have made an important break-through in the South American market. Eight units will shortly be on their way to Sao Paulo where a major landscape will be designed around them at the entrance to a big theme park.



• Melvyn Yates, Chairman of AFM, receives the BACTA award for the best stand of six or more booths from Michael Shefras. Left, Brian Herrick, who designed the stand.

Sales Director Les Howarth is to visit Brazil and a further two units have been ordered by a firm in Chile. Sales are also booming in Europe and making his debut for Tornado at a show was newly appointed European representative Jim Jackson.

Les Howarth said: "We have a brand new model coming out this year. It will be completely different to anything we have produced so far."

AFM, of Blackburn, have been granted an exclusive licence from Sega to include Frogger in their Gamepack range. Under similar arrangement with Taito, the company will also include Fitter later this month and negotiations are going ahead with three other companies to include games in the system.

Company officials were delighted at the number of foreign visitors attracted to the stand and estimated they included people from every country in Europe, South Africa, the United States and the Far East.

Two men exhibiting at an ATE under their own flag for the first time were Colin Kirby and Derek Wells, directors of the recently formed KW Systems, of Margate, Kent. Colin and Derek, who displayed their exciting new Pusher, Aztec Gold, on the London Coin stand, formerly worked for Crompton's. They are keeping the company compact for the time being so that overheads are kept to a reasonable level. Their new pusher has several new design features. A new engineering method ensures that the pusher does not contact the playboard to eliminate wear and vibration. Aztec Gold will be distributed by London Coin and Colin and Derek are working on a new product for next year.



• Jack Jones, left, Managing Director of JPM and Robert Higgins, UK Sales Manager.

KR Automatics, of Coventry, had a busy show. Their comprehensive range of Bell-Fruit awps and club machines, Summit awps and club machines, Sub-electro videos and video fruits, the Kresa Suprema, which stole the Spanish show and their own

machines gave potential customers plenty of choice. Keith Smith, Technical Sales Executive, said: "We had a very busy show with firm orders being placed right from the first day."

Chairman of the Game World Group, Freddie

Bailey, said his company would be manufacturing machines as the trade required them this year. Freddie's notice to the trade, prominently displayed on his stand (see picture) spoke volumes for the state of the trade at the moment.

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• Jim Pryde, Managing Director of Lonon Coin and Stan Wallis with the successful video game, D-Day, made by Olympia.

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Freddie said he thought the coming year would be a fairly quiet one for the trade in general but as far as his company was concerned his recent re-organisation would see them in a stronger position.

Game World's novelty dispenser, Scoopy the Baker's Man, introduced in prototype form at the London Previews, was an instant hit. The production model is superb and there was a tremendous amount of interest from people with seaside sites. It is the sort of novelty that will attract attention wherever people congregate . . bus stations, airports, railway stations and, of course, arcades.

For Ace Coin the 1982 ATE was their best ever. They won the coveted BACTA award for the best new coin operated game in the show with their magnificent video club machine, Screen

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• Bill Tulloch, Managing Director of Subelectro and Angel Giles with his company's new video-fruit, Hop Nudge 'n' Jump.

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• Associated Leisure had one of the largest stands in the show and a full range of machines.

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• Electrocoin Managing Director John Stergides and Sales Manager Spyros Sparsis, with the new video-fruit Strike a Nudge.



Gems, and had an extremely good exhibition for orders. Managing Director Harold Phillips, said: "As an exhibition hall the NEC cannot be bettered and we have not noticed any great reduction in the number of people travelling here. There has been a significant drop in the number of overseas visitors and obviously the train strike and the overlap of the Frankfurt show played some part in that.

"This year's exhibition seems to have been

isolated from the social life. In London it was an exhibition week full of social life. I think on the whole that if it does come to Birmingham on a regular basis in future years attendances will improve because people will become used to the area and they will know where to stay, where to eat and where to go for their nights out. You must remember that London built up its tradition over a period of 38 years.

"As a company, it is

the best exhibition we have ever had and it followed the best pre-exhibition period we have ever had. In the weeks before the show a lot of people bought on reputation — without seeing the machines. We had orders for many weeks of production, even before the show opened.

"I would like to congratulate the organisers on the smooth running and control of the exhibition. It was magnificent."

Apart from Screen Gems there were spectac-

ular successes for Spellbound, Ace's video awp, Electra and Selectra, international video multipliers, Sidewinder, the video fruit and Silver Line, the four-reel international microprocessor hold and draw machine.

Associated Leisure, with one of the largest stands in the exhibition, carried a tremendous range of equipment, from the latest awps and club machines to top quality video games, pool tables and re-builds. David



• Mike Green, Managing Director of Alca, with the racing game, Quarter Horse.

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• The Tornado stand with its impressive lay-out and new consoles.



• Jim Barry, left centre, and Mike Collins, right centre, BAFCO, with visitors to their stand.

Wilcox, Joint Managing Director of Associated Leisure Sales Ltd., said the company had had a very encouraging show. "In my opinion," he said, "it has been a very good show. It has been far more professional with no kids running all over the place and no prams. The orders have been sound, especially on the awp side

of the business.

"The important thing is not to compare this show with last year's when the video boom was still with us or for that matter the three years before that. Compare it with four years ago and you will get a more accurate picture of how the trade is today."

Hantarex's large and impressive stand was busy throughout the show and UK Sales Manager Stuart Olley said that there had been many enquiries about the company's monitors. Among the monitors on show were the MTC 900 colour, the MT RV X-Y, the Spectrum "A"

X-Y vertical colour monitor, and the Spectrum "S".

Marian Electronics had a lot of export enquiries for their new video awp, Block Buster. "We have had a very busy show and we are very encouraged", said Managing Director Tony Reynolds.



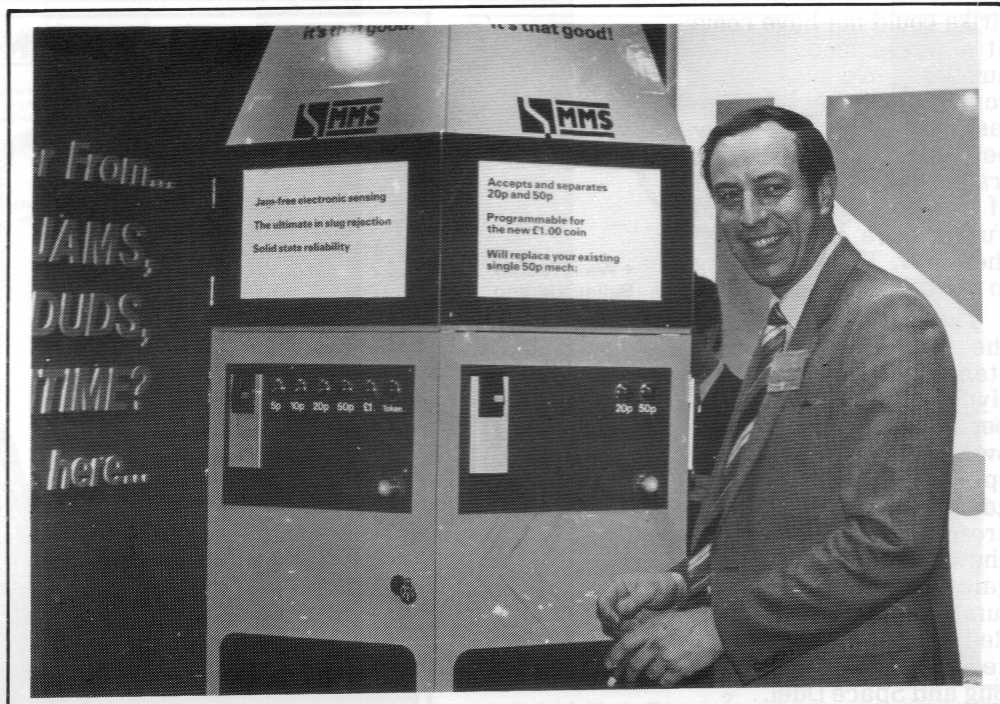
• The Ruffler and Deith team had an extremely busy show.

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• The Marc Money Systems all electronic coin acceptor which won the BACTA award for the most useful ancillary equipment.

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"There was a lot of interest in Block Buster and people seemed very pleased with its play appeal and its clean lines. I think we achieved a very polished presentation." There was also keen interest in the Marigold four-reel club machine

which offers a £100 jackpot, two £50 jackpots and two £25 jackpots.

One of the most spectacular stands in the show was that of Ruffler and Deith which had nine massive balloons. They in themselves provided a

marvellous landmark in the massive hall. Managing Director Bob Deith said: "We are happy with the general business we have done and I think 1982 may not be as bad as everyone says it will be. The signs at the exhibition, as far as we are concer-

ned, were quite encouraging.

"We feel that Birmingham as a show site is detrimental to our export trade. Overseas visitors were only spending one day at the show whereas in London they would stay three. Of course the rail



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• John Miles and his wife, Frances of Control Model Systems, showed the latest additions to their range.

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strike could not have come at a worse time. A large number of overseas buyers could not get back for the last two days of the show because there were no trains. From our point of view Hyperball and Turbo were the stars of the show. They are going to be very successful."

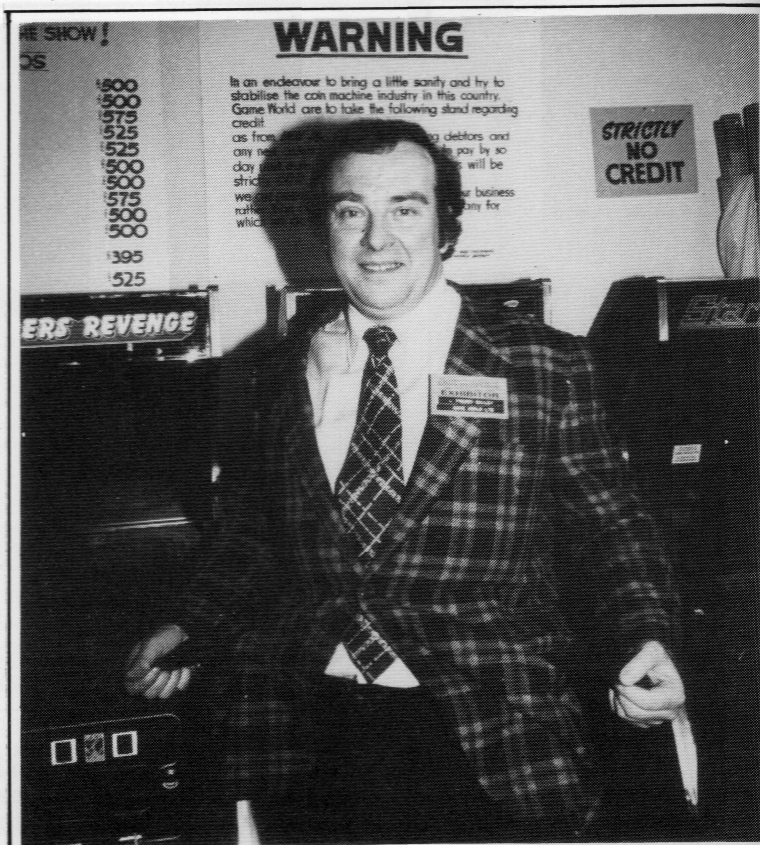
The main attractions on the Ruffler and Deith stand were undoubtedly Hyperball and Turbo. Hyperball is in a class on its own and this superb, high speed, action-packed game attracted the crowds throughout the show. Among the video games on the stand were Jump Bug, Crush Roller, Red Clash, Stargate, Donkey Kong, Frogger, Lady Bug and Space Duel.

There was also the latest Streets pusher, Shuttle, and making their debuts in the pinball section were Elektra, Centaur and Vector. The Bell-Fruit awps Nudge or Spin and Jackpots and the new club machines, Golden Bells and Zodiac established themselves as crowd pullers. Ruffler and Deith were also showing the JPM fruit machines Clickity Click, Silver Ghost, Supa Steppa and Club Vegas and the award-winning Ace video fruit Screen Gems, along with its stable mate Flash Back. From Sega there was the very successful KO Punch and from the

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• Was Freddie Bailey kidding when he posed for this picture? The notice behind him warns that new business will be strictly CoD. "We are prepared to stand alone and control our business rather than act as an unpaid finance company," it continued.

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same company the 005 video. Fruit machines making their debuts were Nudge Bug and Cash and Nudge from Maygay, Nudges Unlimited from Barcrest and Block Buster from Marian.

Mike Collins and Jim Barry of Bafco Ltd. who manufacture Kiddie Rides were not showing the full range of their equipment, however, they did display their popular Space Shuttle which took the Americans by storm when first

exhibited in the States. The great feature of Bafco's rides is their beautiful fibreglass finish which is topline — exactly what they aim for. In addition the rides are not operated by hydraulics but by a simple motor driving a jack which raises the ride.

Mike Collins said: "We have been very busy for the past year, so busy in fact that we could hardly spare the time for this exhibition but we thought

it was something we had to do. As it is it has been justified as we have received a great deal of interest.

"We are still exporting a large number of rides to even more exotic locations than previously. In addition we have now introduced the Sky rider into Kansas City. We plan to use the Lasar Gun complete with flashing lights and it will be on the same mechanism as the other rides."

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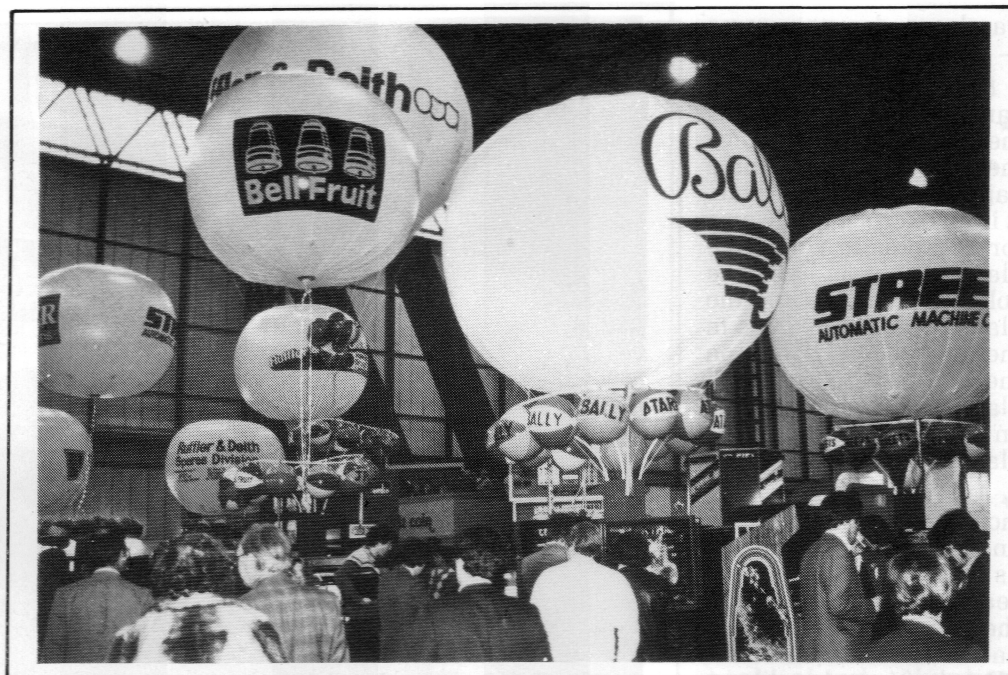


• Colin Taylor, left, Managing Director of CT Leisure with Alan Campbell, of Fair City Amusements Ltd., Perth.

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★ THE ATE 1982 ★ THE ATE 1982 ★ THE ATE 1982 ★

• The impressive arrangement of balloons made the Ruffler and Deith stand a landmark in the massive exhibition hall.



Lawler Electronics had a very neat and compact stand exhibiting their TF1. Video Test Centre which was devised by Alan Lawler to enable the user to test and repair printed circuit boards from electronic amusement machines on the work bench. In addition he had brochures explaining the full syllabus of the video seminars which he runs throughout the year. These regular training

courses have been developed by Alan Lawler to meet the needs of the Amusement industry for competent video and logic technicians, to maintain solid state pintables, fruit machines, arcade equipment and video games. At present he has three consecutive courses running but, as the technology of video games computers moves into the complex large scale microprocessor systems then more

courses will become available.

Assisting Alan on the stand was his electronics engineer Albert Wong. Both were delighted with the interested response to their stand which had resulted in a number of bookings for courses in the future.

Lawler electronics will shortly be moving from their present 600 sq. ft. premises to new 2,000 sq.

ft. premises just down the road from their present location.

One of the most impressive stands at the exhibition was that of Century Electronics of Oldham whose two young managing directors have taken the trade by storm with their exciting Century Video System game modules. They were exhibiting their now well-known Cosmos, Dark Warrior, Space Fortress,

• Valerie Allen, secretary to the Sales Director of Starpoint with the company's prize winning modular reel mechanism.



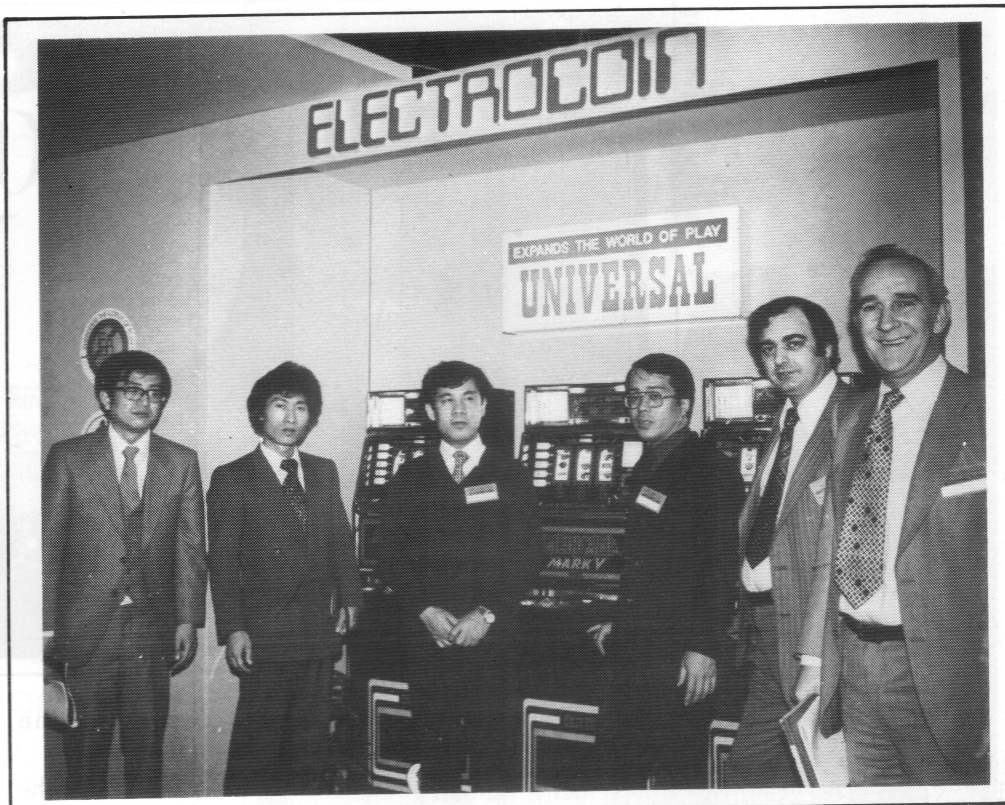
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Dazzler and a new game — 8 Ball.

8 Ball is a video pool game and in five seconds the operator can change the colour of the table baize from green to blue. It is an exciting Pool Game for 20p play in which the player pockets all the colours then goes for the black. One simply cues in the cursor anywhere on the table then shoots. All player instructions come on screen as the game is played.

Adrian Russell recently moved from Rodstock unannounced to join Century as Sales Manager. He was really enthusiastic about the reception their stand had received at the show. "Dazzler is going like a bomb," he enthused, "and our stand has been packed with overseas visitors every minute we have been open." Indeed their visitors book testified to numerous visitors from USA, Sweden, Spain, Italy, Iceland, Canada, Japan and Denmark.

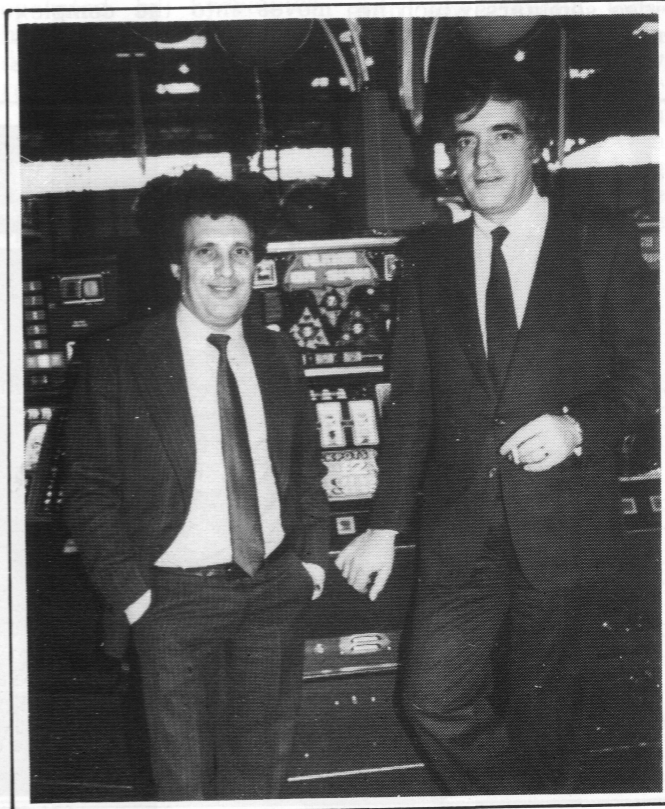
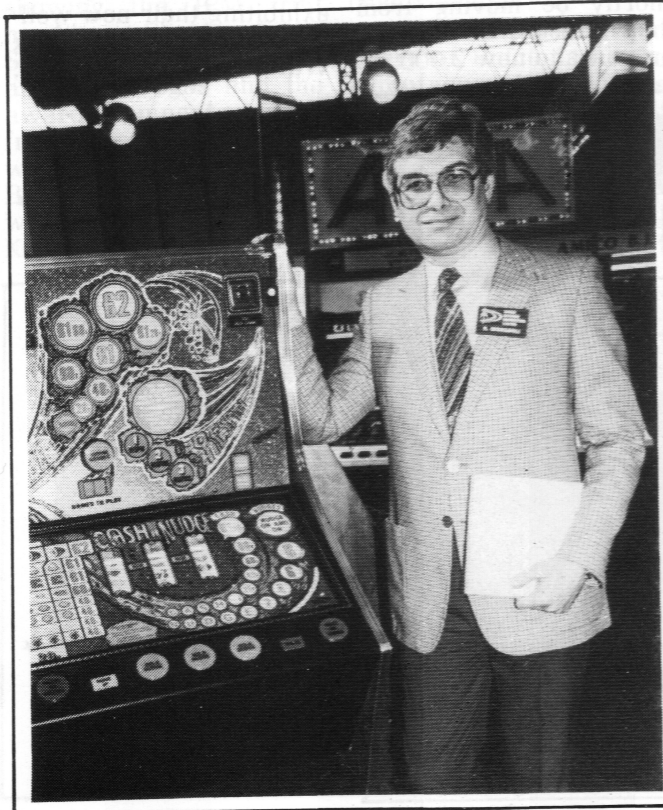
Managing Director David Jones said: "The response here, from our



• Above: John Stergides and Nigel Booth, Electrocoin, with visitors to their stand.

• Below, left: Reg Morosoli, Direct Machine Distributors.

• Below, right: Manuel Pastor Mondejar and Joan Batllo Salido, of Cirsa, Spain.





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• The Hantarex stand: From left: Luciano Meoni, Stuart Olley, Victoria, Paola Maggioli, Heather Wilcox, Roberto Boggiani, Pip White and Nick Neophyton.

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company's point of view, has been very positive. We've had substantial orders from overseas and what is also pleasing is the response from the UK operators who placed large orders for both the CVS kits and new machines.

"Over the next twelve months we will produce 12 to 16 new games. Overall the response to our stand at this show has been unbelievable. We are probably one of the

few companies that came here expecting to do well but the response has surpassed even what we had envisaged. I'm happy that operators in the UK are now being more positive in their approach to video games. They obviously have faith in us and know that we deliver the goods."

Equally enthusiastic over the Century Video System was Mr. Takashi Ebihara, President of Shinkai Industries Incorporated of Tokyo who is the main distributor in Japan for the CVS.

Mr. Ebihara said: "This new system has the Japanese operators wide-eyed. It's the only system of its kind in Japan — it's fantastic."

Tickertime were displaying their new Video Bingo in which the player is given the choice of one of four cards displayed. The four cards are chosen at random for every new game. The players card is

highlighted. Numbers from 1 - 90 are selected at random on the lower display and the four cards are marked with crosses. All four cards remain on screen and are played every game, showing the player the result if he had made a different choice. The Player win varies according to the number of horizontal lines completed. Gambling features include Random Number Payout, Hold and Special Shifter Feature enables

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• Keith Blakeley, Yorkshire Machine Sales, Dave Walker, Ace Sales Manager (UK) and Harold Phillips, Ace Managing Director with Screen Gems.

★★★★★★★★★★★★



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the player to move his marked crosses. Game instructions appear on the screen.

CT Leisure were displaying a large number of machines and equipment from Bell Fruit Subelectro, Summit Coin and JPM, the focal point of the stand being the Microform Electronic Horse Racing which attracted great interest.

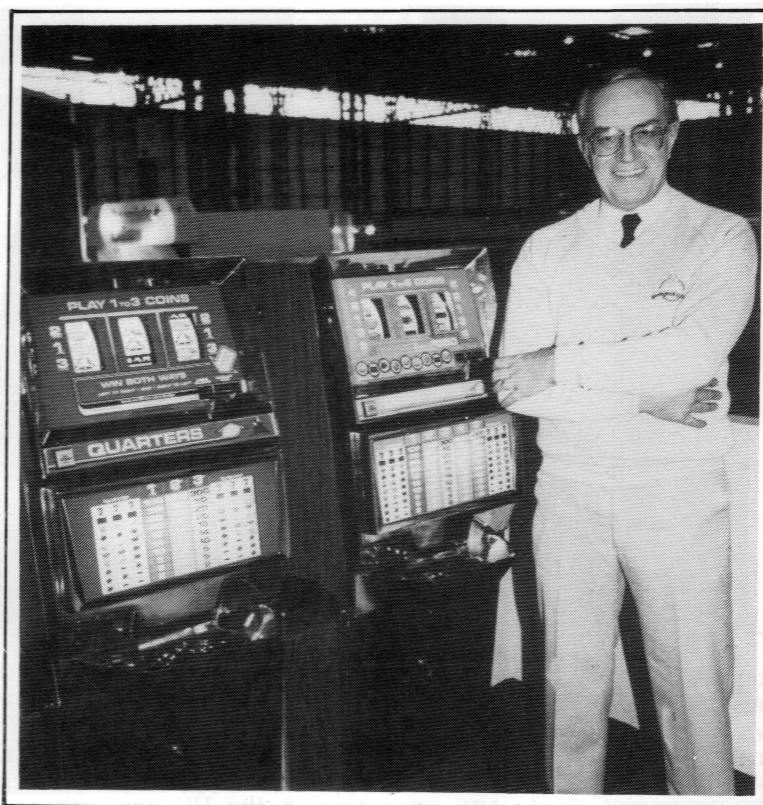
Of particular note was their new interest in conversions. They have three games: Super Nudges, Lucky Bonus and Up and Down Juggler which are sold in complete conversion kits.

"We think up the games and Micro Enterprises Ltd. manufacture them," said Company Secretary Chris Hart. "The ideas were basically Richard Taylors. He thought up Lucky Bonus and Super Nudges and then Micro Enterprises came up with Up and

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• Don Last, Summit Coin, with some of the machines that ensured his company had a very successful show.

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• Julian Bond, Sales Director (UK) for Music Hire Group and the Gottlieb Haunted House pinball — one of the hits of the show.

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Down Juggler. We work very closely with Micro Enterprises and these three games can only be bought from CT Leisure. There has been a great deal of interest shown in them. There are a lot of basically good second hand machines around today that can easily be converted."

A new division of CT Leisure which was being publicised at the show was their new Leasing for Leisure, an equipment leasing scheme.

The general conditions are (a) a minimum of one year's lease (b) references required, (c) all rentals paid by bankers order 3 months in advance, (d) delivery charges paid by lessor, (e) exchange service units free of charge and (f) all machines subject to availability. Machines will be delivered to anywhere in England, Wales and Scotland by their own transport at a cost of £10 per machine and £20 per pool table. They will supply most types of new and used machines to include awps

• This feature — demonstrating how many Gamepacks fit into a Ford Escort — was part of the prize-winning AFM stand.



videos, pool tables, pin tables and juke boxes. There is an option to purchase too. The benefits of this leasing scheme is that working capital is conserved as payments can be made out of income and repayments are fixed and are not subject to fluctuations on the money market.

Bubbling over with his usual optimism was Peter McCarthy on his Compu Game stand displaying his favourite wall games, Yatzy, 66 and Mr. Memory. Peter is now dis-

tributing for Sound Leisure Juke Boxes and has a range of gambling machines such as Blackjack, Poker, Hi and Lo and 5 line Double Up in Ticker-time's fibreglass cabinets. Peter has developed his own 5 Line Bonus awp video. The player inserts his coin and has automatically 1, 2, 3, 4, 5, bonus lines win on with a Double or Lose feature. It is a very fast gambling machine with a high payout, with winning lines being criss cross, horizontal or vertical.

Peter said: "There has been tremendous interest from operators in this selling either as a new machine or in conversion kit form for operators to modify their own machines to an awp video. The kit includes all the electronics and flashes."

A fascinating game of Peter's own design, one in fact that he has had in mothballs for over six years, is In for a Penny Win for a Pound.

It is a fascinating game which could prove ex-

tremely popular in arcades and bingo halls. The player inserts a 1p coin which drops into the machine to protrude from the side. The player then taps the side of the coin to knock it into a maze of numbers from 1 - 90 which light as the coin touches them as it drops through the maze. Alongside the numbers are two bingo cards (six cards when in full production) and if the coin touches a number on the card the numbered card lights up. Any complete line will win

• Ian Jamieson of Scando Games with visitors to Model Racing's stand which featured the highly successful Dribbling football video.



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10p, two lines per card 50p and a full house £1. The game will be manufactured shortly in three styles: upright, table model or slim 10" wide wall model.

Bell-Fruit were pleased with the exhibition. Keith Healey, UK Sales Manager, said: "It was the best we have had for a couple of years. There is a definite swing back to awps and we are well geared up to take advantage of that trend. The new Nudge or Spin three-reel awp made a tremendous impact and we have had very good site test figures for this machine. There was also a lot of interest in our two new Club machines, Golden Bells and Bobby Dazzler, and another awp, Bingo Fruit."

Golden Bells is a five-reel machine with 24 stop sensor mechanism, micro-processor controlled and 5p play. It has a £50 Jackpot. Bobby Dazzler, which has a 20p facility, is a four-reel machine with 10p play and a £100 Jackpot and Bingo Fruit is a three-reel awp with provision for a 20p coin acceptor and Data Retrieval System.

JPM machines, always a centre of interest, attracted large crowds throughout the show. Silver Ghost, the new three-reel awp "All Jackpot" machine with a fast game

cycle and wins of 50p, £1 and £2, won many admirers and there was a lot of interest in the new JPM Club machines, Club Vegas with a £100 Jackpot and Club Reno with a £50 Jackpot. These were supported by the awps Clickity Click and Supa Steppa.

Managing Director Jack Jones said: "It was a very good show and the Club

• Keith Healey, Bell-Fruit's UK Sales Director, and his secretary Liz Wheeler, with the new awp, Bingo.



• Sue Powell, of Marian Electronics with the Block Buster video fruit.

• Kieron Boost, Managing Director, and Lindsay Warren, Sales Director, Petron Amusements.



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• Members of the KR Automatics team who had a very successful show. From left: Keith Smith, Lesley Taylor (KRESA), Roy Hastings, Peter Slater, Naomi Till, Jackie Duckham.



machines went particularly well. I was impressed by the very high standard of stands at the show. I don't think the exhibition had quite the same feel as when it was held in London and heard quite a few people say it lacked atmosphere. However, I thought the lay-out of the hall and the facilities were tremendous. These facilities in a London setting would be the perfect combination."

Music Hire Group had a very busy show. Julian Bond, UK Sales Director, said: "Everyone seemed to be very pessimistic before the show but we are more than happy with the results. Orders have been brisk and we have

done extremely well, particularly with Barchest fruit machines and Gottlieb pinballs. We are seeing the beginning of an upturn in the pinball market and we have the machines to capitalise on this. We also had a very good response to the new range of Rowe Ami juke boxes. People who have not bought them before have changed over to them.

"I think the show lost a little bit by not being held in London but of course the train strike did not help things at all."

One of the machines in constant play on the MHG stand was Gottlieb's Haunted House pinball. It

was making its debut in the UK and its triple deck with ground floor, basement and attic together with fantastic sound effects and background music give it devastating play appeal.

Jim Pryde, Managing Director of London Coin, said the amount of business concluded at the show was roughly in line with what they had predicted. "When you take into account the rail strike, the weather, the general state of the economy and our industry in particular, we have not done too badly," he said. "I liked the facilities but it was obvious a lot of people were visiting for one day instead of two

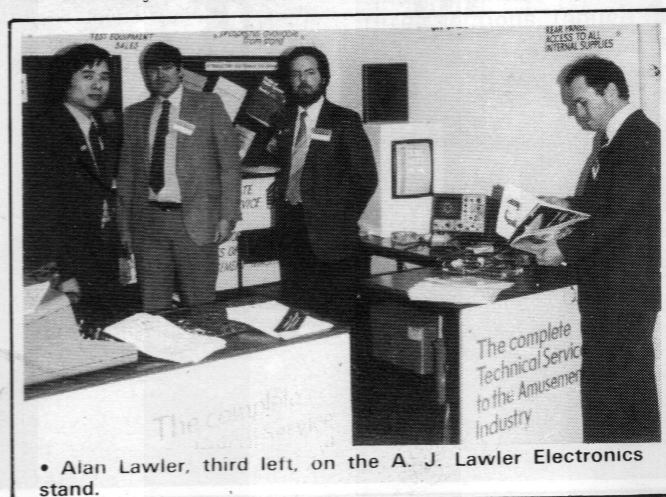
or three."

Direct Machine Distributors reported a lively show after a disappointing start. Sales Director Reg Morolsoli said he thought the facilities were tremendous. Orders had been good particularly for Ace, Maygay and JPM machines.

Summit Coin had one of the most spectacular stands in the show — designed like a giant handle puller — and their orders, particularly from overseas were just as spectacular. Managing Director Don Last even managed to beat the rail strike. He laid on executive coaches each day to ferry overseas visitors from their



Peter McCarthy, Compu Games, with his prototype machine.



• Alan Lawler, third left, on the A. J. Lawler Electronics stand.

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• Two of the Ruffler and Deith girls who had a lovely smile for everyone who visited the stand. Helene, left and Della.

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London hotels to the front door of the NEC. Breakfast was served on the way to Birmingham and drinks on the way back to London. It was an initiative that paid off handsomely. Don Last said: "Our export orders, particularly from America, were very good indeed. I was very happy with the show but I think on balance I would be glad to see it back in London. The NEC provide lovely halls but I think it lacks atmos-

phere."

The impressive Summit range included four new awps — Black Magic, Double Top, Golden Nugget and Pull a Winner.

Petron Amusements Ltd. of Enfield, who have been manufacturing fruit machines for the last two years, showed an interesting range of club machines and their new coin handling mechanism came in for a lot of praise. The mechanism complete-

ly eliminates coin jams and Kieron Boost, Managing Director and Lindsay Warren, Sales Director, said there had been an enthusiastic reaction to their range of machines and the new mechanism. Treasure Island, Little Big Win and Space Investor are available in 5p and 10p versions.

Electrocoin Automatics were showing their new Strike-a-Nudge video awp,

manufactured under licence from Marian Electronics, and the reactions were very good. All the winning features are shown on the screen and there is a mystery gamble reel with "Swop" or "Nudge" feature. Swop feature enables mystery reel symbol to be interchanged with any of the three win line symbols. A cancel button allows for change of mind and re-swop.



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• Len Wither, Sales Manager, and John Mead, Commercial Director of Video Games. They reported a busy show.

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• David Jones, Century Electronics with Mr. Takashi Ebihara, President of Shinkai Industries Inc.

There is full colour screen display and the machine has mellow tone sound effects.

Electrocoin also had an attractive range of video games on display including Lady Bug, Snap Jack and Fantastic Voyage.

Sales Director Nigel Booth said: "We thought the facilities at the NEC were very good but from a business point of view London is the best venue for the ATE. The video side of the industry is going through a quiet time but we have been very pleased with the reaction to fruit and video fruit machines."

Subelectro did brisk business with their new video awp, Hop Nudge 'n Jump. Among the machine's attractive features are — interchangeable game system, random hold after hold/hold after win, nudge gamble feature, winning combination flashed/win amount displayed, realistic reel appearance and movement. Bill Tulloch, Managing Director of Subelectro, said: "I think 1982 will be a fairly quiet year for the industry and that in itself is not a bad thing. It will allow the video section of the industry to level out and put most of the rip-off merchants out of business."

Among Subelectro's wide range of video games on show were Lady Bug, Crush Roller, Donkey Kong and the firm's very attractive conversion system.

Starpoint Electrics displayed their impressive range of illuminated push buttons and reel mechanisms. The modular reel mechanism has attracted world wide interest and is housed in a lightweight plastic frame with independently controlled motors.

Once again the Italian firm Zaccaria enjoyed a triumph. By their hard work, spirit of enterprise and insistence on producing equipment of the highest quality, the three Zaccaria brothers have risen to fame in the world of automatics. Their stand was one of the most attractive and most imposing. It was on two levels. Below, in a luxurious setting, the latest Zaccaria successes were shown. There was Laser Battle, the game that the famous American firm of Midway is to make under licence. There was Pinball Champ, their latest flipper, equal in play appeal and quality to any flipper made anywhere in the world. And there was Dribbling, that attractive game developed by Model Racing, and so much in



• Monitors on the Cabel stand.

demand that Model Racing have licensed other firms, including Zaccaria, to manufacture it. On the upper level of this beautiful stand was an open balcony where refreshments were offered, and where visitors could enjoy a panoramic view of the exhibition.

Model Racing shared a stand with Scando Games, the firm which has exclusive distribution of the famous Dribbling in Britain. Mr. Franco Chineza was there to welcome friends and customers. Also spending a lot of time on this stand was Mr. Ken Anderson of Game Plan in the United States, a firm which is to manufacture Dribbling there. Mr. Anderson has all sorts of exciting ideas for the promotion of Dribbling in America.

Another very interesting game was presented by Taito Electronics called Super Golf, it was a video game based very accurately on the game of golf. Not for every location, perhaps, but ideal for golf clubs or pubs frequented by golfers. This, along with Dribbling, shows the great possibilities for games accurately based on real sports. People like them, and they do not tire of them.

Mayfield Diamond Electronics were presenting, among others, the Microform horse racing game. This made its debut at the Dublin show last year. Mayfield are assembling the game, and making the cabinets. Eddie Carter, head of Mayfield said of Microform: "It's going to be good." Another successful game on his booth was the Namco Fruit Cake.

Atari were showing their Space Duel, being produced both in California and Ireland, for the first time anywhere, and by the interest in it, it should be another Atari winner. Their Tempest and Centipede are both on the way to becoming classics.

Barcrest had divided their beautiful booth into three sections, though the divisions were not visible. British customers were dealt with on one section, French on another, and Dutch and Austrians on a third. And there was a very pleasant welcome for everyone. Barcrest machines are top sellers in the UK and a number of European countries today, and it must not be forgotten that this firm won the Queen's Award for Export not so long ago, a very big achievement for a coin op enterprise.

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- Below, left: John Legg and Ken Smith, Starpoint receive their BACTA special merit award from Alan Willis.



- Below, right: Harry and France Vale, of Euro Ball receive their award for the best non-coin operated device from Derek Selby.



- Centre, left: Roger Thomas, of Mars Money Systems receives the BACTA award for the most useful ancillary equipment from Peter Instone.
- Centre, right: Michael Shefras and BACTA officials thank Eddie Carter, of Mayfield Diamond for making BACTA award plaques over the years.

- Above, left: Mrs. Anna O'Rourke, of Aristocrat receives the BACTA award for the best decorated official shell stand from Derek Selby.
- Above, right: Michael Shefras presents the BACTA award for the best stand of five or less booths to Tony Reynolds of Marian Electronics.

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• The Coin Controls stand which attracted a lot of favourable comment — as did their products.

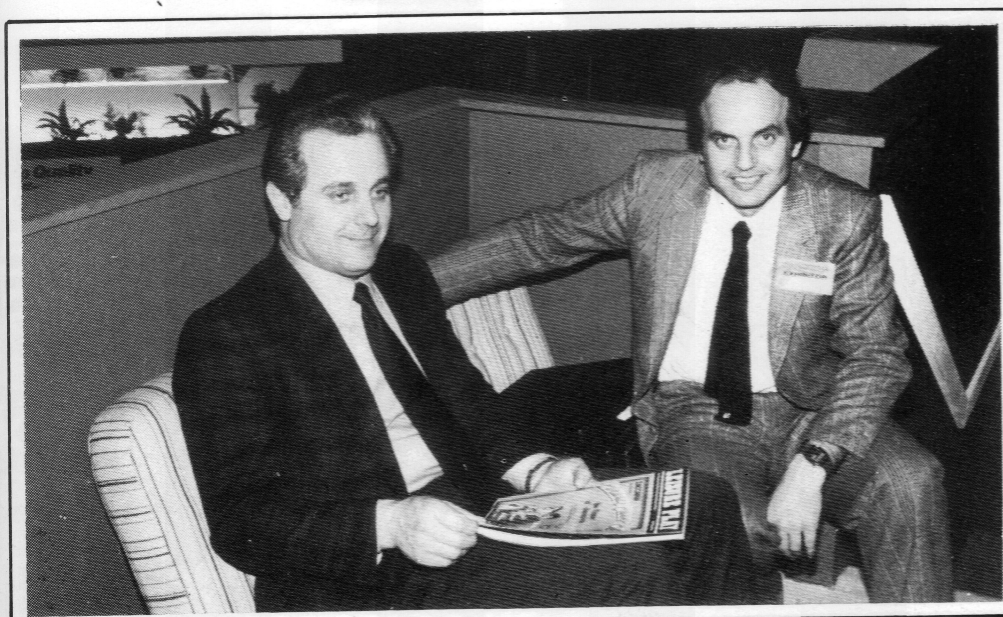
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• The NSM 2401 juke box, presented on the Loewen stand. From left: Peer von Oertzen, NSM International Sales Manager, Rupert Mosinger, Technical Director and Heinz Hohenstein.



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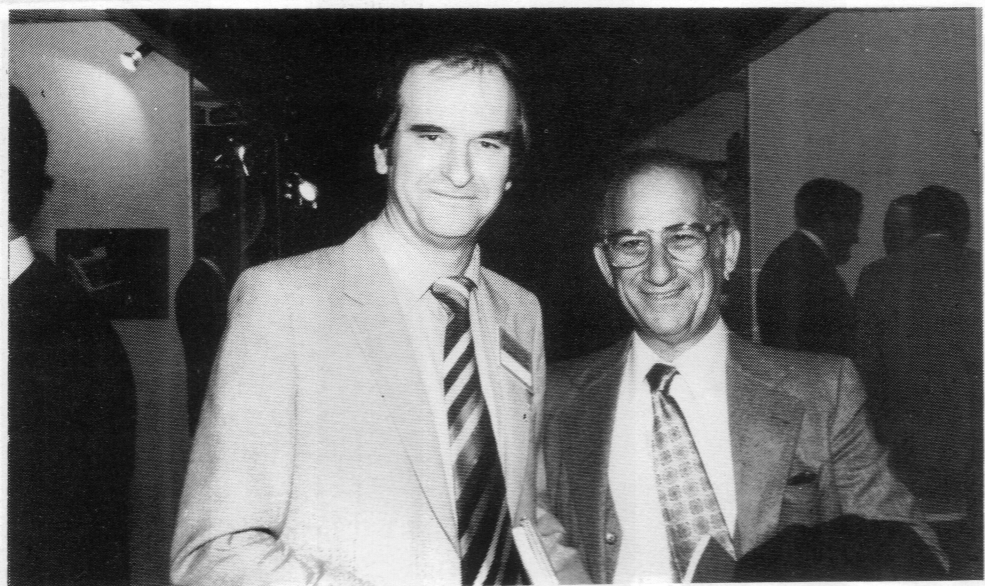
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• Marino and Natale Zaccaria relax on their beautifully designed stand.

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• Mike Williams, left, and Neil Bodger on the Subelectro stand with the Isis System.



• Leisure Play Editor Tony Carter with Joe Robbins, one of the many representatives of the USA industry.

• Bob Breither, of Gaming Devices Inc., left, demonstrates a table top on his stand.



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- 4) Our M.P.U. board and modular stepper motor reel mechanism are mounted as one unit. It has full short circuit protection built in so that engineers cannot damage the M.P.U. whilst they are working when it is switched on. The machine can also be tested from the front with full information given by set bulbs and the digital display.
- 5) Other points include ★ Large overflow chutes (no jamming up). ★ Steep payout chutes (no sticking coins). ★ Large separate cash boxes. ★ Fully metered.

For further details contact Kieron Boost or Lindsay Warren at:—

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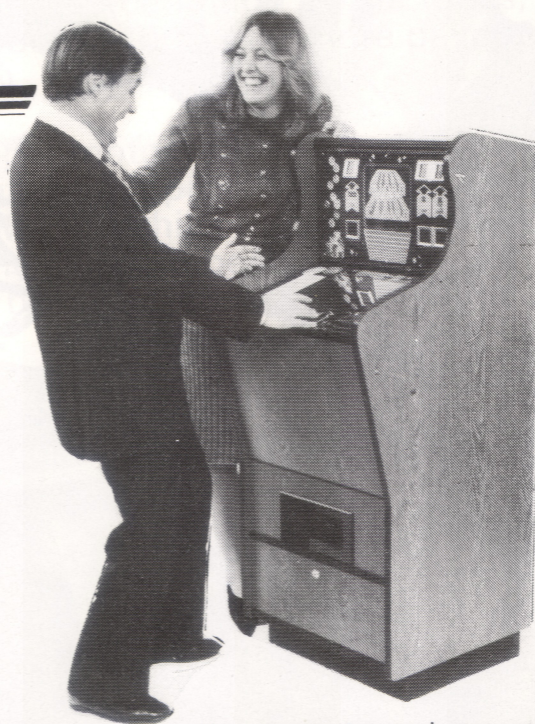
The Transworld Microcasino is a new A.W.P. machine that allows your customers to play the games they've always played... but in video form.

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The Microcasino is the electronic equivalent of a gaming table, offering the same fun and excitement plus the versatility of many

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Each game introduces novelty gambling features, sound effects and where appropriate the unique horizontal and vertical hold.

Extra games can be hired from your Microcasino Distributors Library or purchased outright.

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Full details of games currently available are included in our colour brochure obtainable by completing the coupon below.

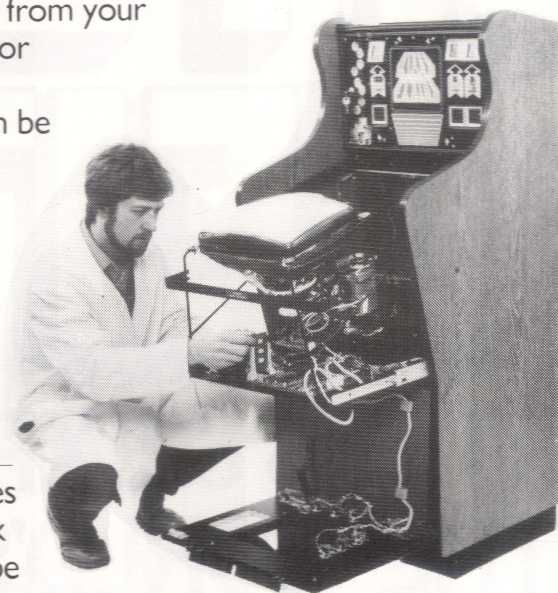
MULTI-GAME FACILITY

A new flash panel, a games cartridge and a few minutes work on site and the Microcasino can be adapted to a totally different play concept – no need even to move the machine.

Its multi-game capability means that the Microcasino can be readily adapted to the changing needs of any particular site and its target audience.

Player interest can be stimulated and high takings maintained by simply changing to a new game whenever necessary.

You can even set up an appropriate game prior to a specific event or function, such as changing the machine to Bingo on Ladies Night.



LOW MAINTENANCE

The Microcasino is completely functional with a specially designed cabinet featuring total front access; an important point

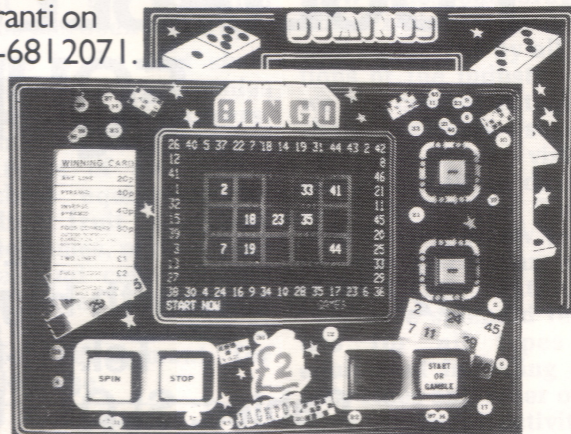
which means that the machine need never be moved throughout its operating life, making it less prone to vibrational damage.

The built in microcomputer incorporates its own self-test routine and provides a display of cash takings and pay-outs.

Fault finding is routine, down to only two major components.

All these features give the Microcasino maximum playability, minimum maintenance costs and a potentially longer site life than any other machine available now.

Ring Patrick Foley at Transworld Gaming on 0789 69125/6 or Gareth Hamer at Ferranti on 061-681 2071.



I would like to know more about the Transworld Microcasino, please send me your colour brochure.

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Please post to: Ferranti Instrumentation Ltd., Moston, Manchester M10 0BE. Telephone: 061-681 2071.

See the Microcasino on stand no. AJ 9-13 at the Amusement Trades Exhibition, N.E.C., Birmingham, January 18th to 21st 1982.



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THE BLACKPOOL SHOW GETS A WELCOME 'GOLDEN' BOOST



The Northern Exhibition opens on February 16th with a change of venue and the new organisers getting their first opportunity to give the show a fresh look.

For almost 20 years the Blackpool Exhibition was organised by Jack D. Rose (Exhibitions) Ltd., of Brighton. But shortly before last year's show the company was acquired by the Trade Promotion Services Group, one of Britain's largest organising and display contracting companies with offices, works and stores in London, Birmingham and Fleetwood.

The group retained the name of Jack D. Rose. This year's show is being organised in co-operation with the British Amusement Catering Trades Association.

The three-day exhibition has been moved a few miles down the promenade from the Norbreck Castle Hotel to the Golden Mile Centre, which is

near the town centre. The building has entrances on two frontages with good facilities for unloading and loading equipment direct into the halls. The Golden Mile Centre has a gross area of 45,000 sq. ft. with self contained facilities including lounge bars, restaurant and cafeteria. There is an outdoor exhibition area alongside the building in Bonny Street.

For several years there had been mounting criticism within the industry about the number of children and teenagers who "invaded" the Blackpool Exhibition. The organisers are confident that this problem will be overcome at the Golden Mile Centre where admission will be strictly limited to trade only. There will be suitable control facilities over all admission.

The Northern Amusement Equipment and Coin-Operated Machine Exhibition — to give the

show its full title — has been very well supported, say the organisers, and most of the exhibition space has been taken up.

This is the 21st show and exhibiting companies include manufacturers, agents and distributors of all types of amusement machine equipment, including fruit machines, video games, pinball, juke boxes and coin-operated pool tables. There will also be a wide range of funfair equipment for outdoor use.

In addition to amusement equipment and leisure products there will also be a number of companies displaying allied products such as lighting and control equipment, fast food equipment, coin machines and ancillary goods for prizes including software, housewares, textiles for the competition, games and bingo sector of the industry.

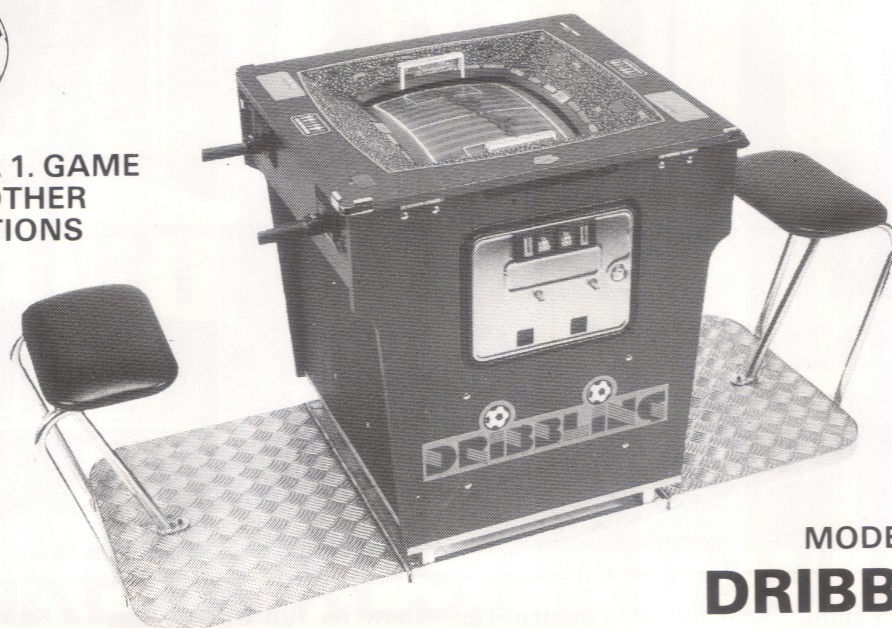
Ken Owen, organiser of the show, said: "The current position of the show is most encouraging. The exhibition is being well supported by all sections of the industry and we are confident that we shall welcome several thousand trade visitors during the three days of the Fair. At the Golden Mile Centre, a new venue for this particular exhibition," he continued, "we have splendid facilities for all types of equipment including outdoor rides and other open air amusement activities. These can be set without encroaching upon any car park areas which is a great improvement over previous years."

For many years the show has proved to be a popular meeting point and annual gathering for the showmen. They and their families have always regarded the event as a great social occasion besides being a favourite exhibition to visit and buy.

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LIFE IS COMPLICATED FOR THE PORTUGUESE AUTOMATICS TRADE

The history of coin operated games in Portugal is one that is troubled and complicated, and in some ways contradictory.

I visited the country in 1974, just before the Revolution, and at that time flippers were illegal, though many seemed to be operating! From 1974 until late 1981 I did not go to Portugal again, for the political situation was always unstable, and any information I might have gathered could easily have been completely out-of-date in a matter of weeks. On this visit in 1981 I started again from scratch, and traced the history of the industry during the past 50 years or so.

Up to about 1978 flippers, and many other games were allowed to operate freely in Portugal, then came a complete ban on flippers. A little later on there was a great outcry against football tables, those very harmless non-electric games that give so much pleasure to young people. They were declared to be demoralising, and though they were not forbidden a law was passed to prohibit persons under the age of 21 playing on them. Also, they were not to be sited within a certain distance of schools, colleges, etc.

It was at this time that the Associacao Portuguesa de Empresas de

MARY OPENSHAW recently visited Portugal and found a situation which would drive operators and manufacturers in most other countries to distraction. The law appears to be interpreted in a different way from town to town and the tax situation is far from satisfactory. Mary's first report in a two-part series makes fascinating reading.



Dr. Jose Lima, seated, and Mr. Horacio Zagalo.

Diversoes, in other words an automatics trade association that was part of a group of associations for various branches of the amusement industry, such as cinemas, theatres, travelling fairs, amusement parks, etc. I visited this association, and was most kindly received by Dr. José Augusto Lima, the General Secretary, who is a lawyer. With him was Mr. Horacio Zagalo, who is an important operator, and who acts as chairman

at meetings. But he is not the chairman of the association! As I understand it, the chairman and members of the committee are not in the automatics business at all!

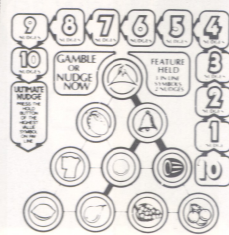
The association, under the wise guidance of Dr. Lima, has certainly done some very good work, and in the face of the most appalling complications. Flippers have been the main cause of the troubles.

For in 1978 the Government declared that flippers could operate. This decision, however, was not accepted in many localities (including Lisbon), and they were refused, on the grounds that they were games of chance. There have been innumerable court cases on the matter and the general confusion continues. The political instability in Portugal, with no less than eight different Governments since 1974, has complicated matters even more.

What you have in Portugal is the curious situation of what is permitted by State law being refused in many localities. And not only this. There is a series of taxes, totalling about £900, that must be paid on each flipper before it can operate, taxes are so high that a flipper cannot be made to pay under these conditions. There is also a very complicated procedure which must be followed up to register the games.

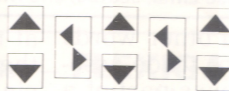
In spite of this, I saw flippers operating in Portugal, even in Lisbon, where they are, in fact, forbidden. They were sited in arcades in the city centre, and in arcades in the amusement park. Dr. Lima, who is obviously very overworked, said he spends nearly all his time dealing with cases and queries concerning flippers. He had recently

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been to the appropriate Minister to try to get the situation clarified, and conditions made better.

For video games, extremely popular in Portugal, things are easier. The operational tax is only about £9 per month in establishments that close at ten in the evening, twice that amount if an establishment closes at midnight, and three times that amount if the place closes at two in the morning.

Illegal

Mr. Zagalo said that for his part, personally, he felt there was a danger that the impossibly high taxes that should be paid on flippers might be extended to video games as well, though up to the time of our meeting there had been no sign of this. The basis of all the trouble appears to be a complete lack of understanding of automatics in Government circles. Those who deal with the matter are narrow minded and inflexible, and do not appear to be prepared to make efforts to understand the situation.

There is a great deal more about the complications surrounding flippers in Portugal, but I think I have written sufficient to make the situation more or less understandable, or at least understandable up to a point. I think I should explain that before flippers were declared illegal in 1978, a great many were imported into the country, and represent a great deal of capital. That is why everyone is so concerned about them, though, in fact, I would say that today video games are more popular than flippers.

The Association, I was told, has no less than 3,000 members, most of them very small operators with only two or three machines, running them as a sideline. There are few big operators in the country, and to have 500 machines would mean that the operator was one of the largest in Portugal. It is estimated that only 40 per cent of Portuguese operators are members of the association. The subscription is extremely low, only 200 escudos (about £1.65) per month.

Any member can apply to the association for advice (to Dr. Lima), and, even more astonishing, non-members can also apply for advice, which is given freely! Dr. Lima remarked "We are very democratic."

If you look at the map you will see that Portugal occupies an isolated position, having a frontier only with Spain. I think this must be the reason why so little is known of what is going on elsewhere. The people I saw at the Association had heard of Euromat, but appeared to have little idea of its function. And Euromat could probably give this Portuguese Association a lot of information that might well be invaluable.

I asked what they thought of Portugal going into the EEC. Dr. Lima and Mr. Zagalo thought that Portugal would not join at all, or if the country did become a member, then it would be on unsatisfactory conditions.

The Associations hold meetings frequently, and always in Lisbon. One had recently been held in a theatre. Meetings, I was

told, are always very well attended. Though later on someone else told me that though the meetings are crowded, people pay little attention to what is going on, and drift off outside to discuss matters between themselves.

Future

Certainly the automatics industry in Portugal has developed considerably since 1974. There are a number of firms assembling games, most working in co-operation with Spanish manufacturers. I visited one factory assembling by an arrangement with a big firm in Germany, and will be writing about this in Part II. It is a far better proposition to assemble games in Portugal than to import complete games, for the import duties are very high.

The future of automatics in Portugal? Personally I think a great deal depends upon the political situation. There has been encouraging development, and there could be a lot more. Next month I will relate what some of the people in the automatics business who I met in Portugal had to say.

BARCREST PLAY IT ICE COOL

Barcrest and their Dutch distributors, Janssen and Hahnrahts, gave a splendid party at the Okura Hotel, Amsterdam, during the Horecava.

The spectacular centre piece of a very impressive buffet was a bank of flowers topped by the name "Barcrest" sculptured in block ice with letters two feet high. The party which included a floor show and music and dancing was very well attended.

Pictured at the party are John Wain, Eric Horley and John Marshall.



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• Left to right: John Lane, Jac Van Ham, Ron Watts and Jack Jones.



• Tony Reynolds, Marian Electronics, with Resi Van Dijk and Jan Tooten, Eurocoin.

BRITISH GAMING MACHINES WERE A HIT AT THE HORECAVA

Holland's own automatics trade show is actually a specialised exhibition within another exhibition. The Horecava, one of Europe's largest and most impressive trade shows for the hotel and catering trades has always included coin operated equipment, for games and juke boxes are an integral part of the equipment in cafes, bars, etc. For many years automatics firms had their stands here and there in the great show, which completely fills five big halls at the Rai exhibition centre. Then some people began complaining that certain firms were selling equipment direct to site owners, a practice very much frowned upon, and rightly so. The solution came in 1977, when the balcony in the main hall was reserved for a special automatics show arranged by V.A.N., the Dutch trade association, and known as the V.A.N. Expo (though in general the show is still alluded to as the Horecava). Only association members and others well known by V.A.N. are admitted to the balcony.

This solution is by no means ideal. I found that a good number of the firms participating feel that site owners should be allowed to see the new equipment. And as the Horecava is attended by

representatives from every single branch of the catering trade, such as those in charge of service canteens and messes, factory canteens and catering arrangements in schools and colleges, these people, who could well be interested in installing games and juke boxes, do not get the opportunity to see them. However, the arrangement has certainly stopped sales to site owners up to a certain point.

This year the balcony was full, and 13 firms participated. The stands were very good indeed, planned and arranged with a great deal of taste, and coffee and other drinks were offered everywhere.

As the firm Fortuna, headed by Henk Weijburg and his charming wife, was celebrating its 25th anniversary, I think that they must get first mention here. Henk has a deep knowledge of the industry, and was presenting a good range of games. Williams new game, called Stargate, was one of the big novelties, and the only one at the show; Henk, who knows a good game when he sees one, predicted a big success for this one. Model Racing's Dribbling was there, too, a game that could easily become a

classic. And there was a selection of video games from Zaccaria and Mondialmatic, another Italian manufacturer. And there were other games distributed by Fortuna. On the stand I met a new-comer to the firm, Niels Fortuijn who is Henk's brother-in-law, and very much enjoying being in a business that is quite new to him. On the first day of the show a buffet lunch with champagne was served to friends and customers. And there was a draw with some of the newest and best machines as prizes.

Where gaming machines were concerned, it was the British firms that were scoring. The distributors of all the leading makes were showing the latest models. Barcrest machines were the big feature on the stand of Janssen and Hahnrahts, the Dutch distributor. I was told that the Barcrest Royal Diamonds has been a top seller since September, and the demand is not diminishing. The prototypes of the Barcrest Royal Casino were on show, to test reactions. And some of the old Barcrest favourites were there also, for they are still in demand. Among the other games presented was the Universal Lady Bug, going well, Fantasy from Zaccaria and Model Racing's

Dribbling. Everywhere in the show video games were attracting a lot of attention; they were accepted very slowly at first in Holland, and are now enjoying a boom.

Jac. Van Ham, distributor of JPM in Holland, were showing two new JPM models JPM models. One was the attractive Lucky Six, an upright of the conventional type, always popular in the Netherlands, and the other was something new and different, Bar Bingo, based on bingo, which was presented for the first time anywhere, and which had a new style cabinet into the bargain. And some of the older JPM favourites were there too. Jan. Van Ham is now producing video games himself, using boards which he imports from Japan. His cabinets will take any game, and are of excellent design (Mike Furmedge was responsible) to fit in anywhere, from an arcade to a high class hotel lobby. Video games from JPM included Turpin and Super Cobra. The Jac. Van Ham stand was especially attractive, with an enclosed section with dim lighting so that the machines could be seen to the best advantage, and a fountain in the centre.

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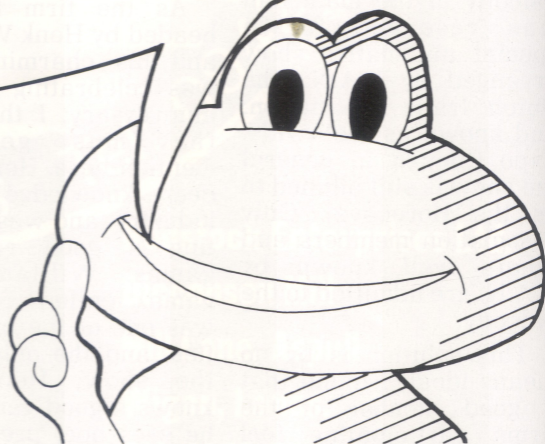
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of Marian Electronics latest machine designed specially for Holland and called Win Up, making its world premier at the show. An attractive game, it was getting its share of attention. This firm is also sole Netherlands distributor for Novomatic machines from Austria. They were presenting the good looking Novomatic Star Line video games Pussy Cat and Crazy Kong. Euro-coin are also very pleased to be representing David Green equipment in Holland, and were showing The Fitter from this British manufacturer.

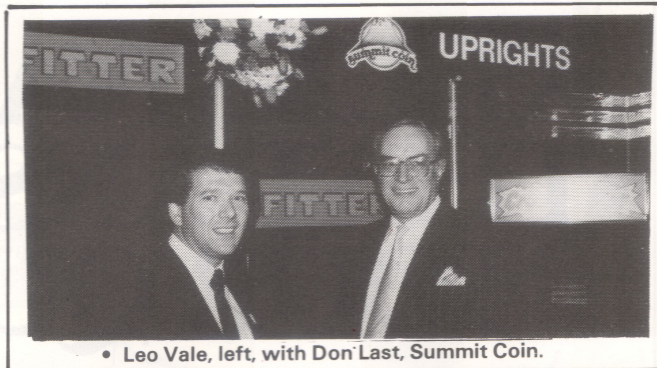
Gordon Rand, head of Bell Fruit Nederland was all smiles on the first day of the show, and with good reason. He had just signed a contract for the operating side of the company to place 97 assorted machines at a NATO base in the south of Holland, a very important addition to the operation. On the stand only one game was presented, the Roulette. This new game is based on another which was electro-mechanical and which was put on the market a few years ago. It was so successful that even today some are still operating. The new version is of course completely micro-processed.

H. van Zuylen was presenting gaming machines which he assembles himself with cabinets and parts purchased from Games Manufacturing in Belgium. He designs the games himself. His "1 van de 3" is actually three different games in one,

and the Top Score is a game that is enjoying a good lasting success.

Hommerson Amusement had a good show of amusement games, with Model Racing's Dribbling well to the fore. Rudy Hommerson spoke very favourably of the new Model Racing cabinet for other video games that has been designed to take any board and any glass. He was very pleased, also, with the Taito sit-down Grand Champion, also with the mini-version of this same game. And he said that Taito's Qix is doing extremely well. He was showing, also, the complete Atari line, including the cabinet version of Tempest. This last mentioned, Rudy said, is for experienced players, for it is not an easy game. As for Centipede, this, he said, is becoming an evergreen. He was also presenting some Nintendo video games, including Donkey Kong. And for the first time in Europe he was showing Sega's Turbo, a driving game with a 3-dimensional screen. And there was also the Sega punch ball designed specially for use in arcades; it works very smoothly and is not noisy.

Vale Automaten Import had a very big display of video games, and are now assembling them within the firm, buying boards, etc. for the most popular games. Monkey Kong was the top favourite, they said, but there were many others. And they were launching, with exclusivity for the Netherlands.



• Leo Vale, left, with Don Last, Summit Coin.

Alca uprights designed specially for the Dutch market, the first model being called Grand Master. Leo Vale spoke of flippers — they were presenting Bally which they distribute — and said that they are just beginning to come back into popularity after the lull common to most countries.

Hobea and Tegeto were sharing a stand, where the Ace range was presented. The Ace Super Side Winner video gaming machine is proving to be very successful, and so is the Ace Superhold. And there are big hopes for the new Ace wall game based on bingo, a very good looking game. The Astro Combat video game from TAI was interesting, for it is exceptionally easy to service. Also on the stand was the Spanish made Cidelsa Draco.

Veltmeijer Automaten are local distributors for Marian Electronics, and had a good display of the latest Win Up. And Subelectro's Fitter and Donkey Kong were among the videos presented. It was on this stand that I met Neil Bodger, who is in charge of export sales for

Subelectro. He gave me some interesting news of a Dutch-British tie-up. Automat-Service De Vreng of Holland have just finalised agreements with two British companies. This means that Subelectro will produce cabinets designed by De Vreng, and Century Electronics will supply the logic boards. Discussions were continuing during the show, and it is expected that the tie-up will result in important sales all over Europe.

Delta are an important distributing firm in Holland, and handle all the popular models of gaming machines. Barcrest's Royal Diamonds is the top favourite at the moment, Fons De Wilde told me. They were showing Coin Master video games, and presenting Spanish made Playmatic flippers. Fons said that he expects videos to decline somewhat in popularity, and flippers to come up. He said what excellent relations Delta have with Playmatic, and how very much they like their flippers.

MARY OPENSHAW



• Gor Suverein on the Suzo stand.



• Hans Van Zuylen and his wife.

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Finland but for export only. He said he began sending out samples six months ago, and now the orders are coming in. The game is mainly for casinos.

Nova, one of Germany's most famous firms were making a big feature of flippers, and confirmed that sales of these games are increasing dramatically these days. They handle Gottlieb. Among the video games presented was Atari's Space Duel and Tempest, the former well received (it is quite new) and the latter maintaining its popularity. Crush Roller from Exidy in Ireland was another game that seemed popular. Sega's Turpin was there, and Donkey Kong said to be one of the most popular games of the moment. Another game that was attracting a lot of attention was Game Plan's Kaos. RockOla's beautiful 488 juke box model, with 160 selections and called Golden Sunset was a focal point of interest on the stand. This model made its European debut at the ATE and the Ima.

Seeven, who distribute Williams, were featuring that attractive — and different game Hyperball, which has the much needed element of some physical effort.

Amiro, a firm in the Music Hire Group, had an original stand, one of the lorries from Amiro, France, with the Ami juke boxes and some games the firm distributes set out around it.



• On the Coin Controls GmbH stand. Alan Willis, David Bellis, Rudy Meyer and Michael Sheffras.

Arkon is a firm producing (in Germany) a very original type of flipper. It has a slight resemblance to a jigsaw puzzle, certain points touched by the ball lighting up a picture. There is a Sexy Girl, with a strip tease theme, and the latest Magic Picture Pin. One of these flippers also has a juke box attachment, so it is a flipper, a music box and a picture show all in one.

Wulff are a famous firm in Germany. They make some of the most popular gaming machines, and also handle Bally equipment. Among the flippers the Bally Centaur had pride of place. An item which was selling well was Donkey Kong in kit form.

Th. Bergmann of Hamburg were showing their

coin operated roulette, the top favourite in casinos in Germany, and exported all over the world. The same Herr Wichtler who designed the Roulette had now designed a coin operated chess game, also presented. This works on a time basis, and the player plays against a computer. It will be very acceptable in high class hotels and clubs, and is believed to be the first coin operated game of its type to appear.

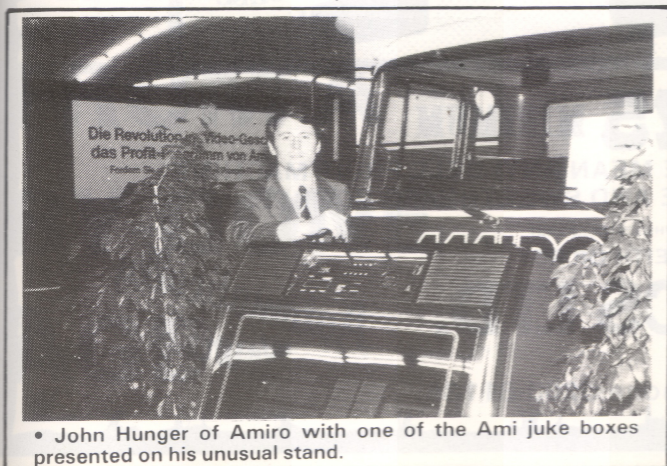
ADP has now become a big group of firms in Germany, and is very important. On their stand they were featuring their own make of gaming machines and a new range of comic games, for games with killing and violence as their theme are not liked in Germany.

Bell-Fruit are the only British firm that has launched a gaming machine on the German market. Their latest, the Prima, was presented by their distributor in Germany A bis 2, an unusual name for a firm!

I must not conclude this report without mentioning that Hantarex had a stand in their now familiar green and white colours. This firm of monitor specialists certainly have made an international name for themselves.

I only wish that I could have stayed longer at the Ima, but in the circumstances it was impossible. If there is no clash of dates next year, then the Ima show in Frankfurt will be one that I shall really look forward to.

MARY OPENSHAW.



• John Hunger of Amiro with one of the Ami juke boxes presented on his unusual stand.

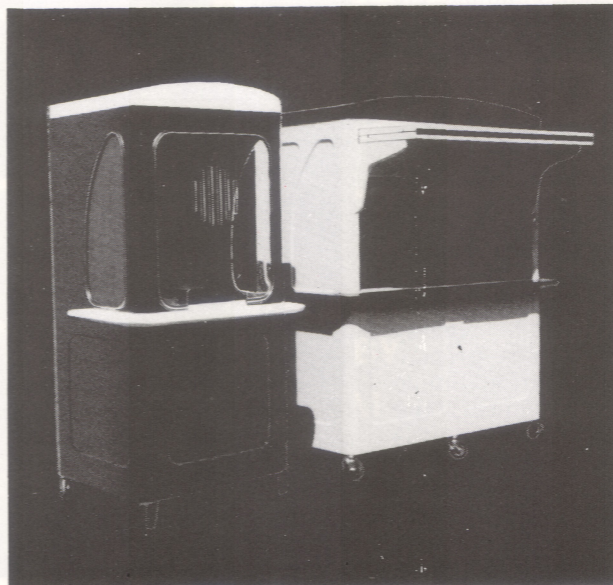


• Mr. and Mrs. Deutsch of Arkon with their Magic Picture Pin novelty flipper.

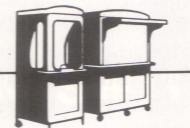
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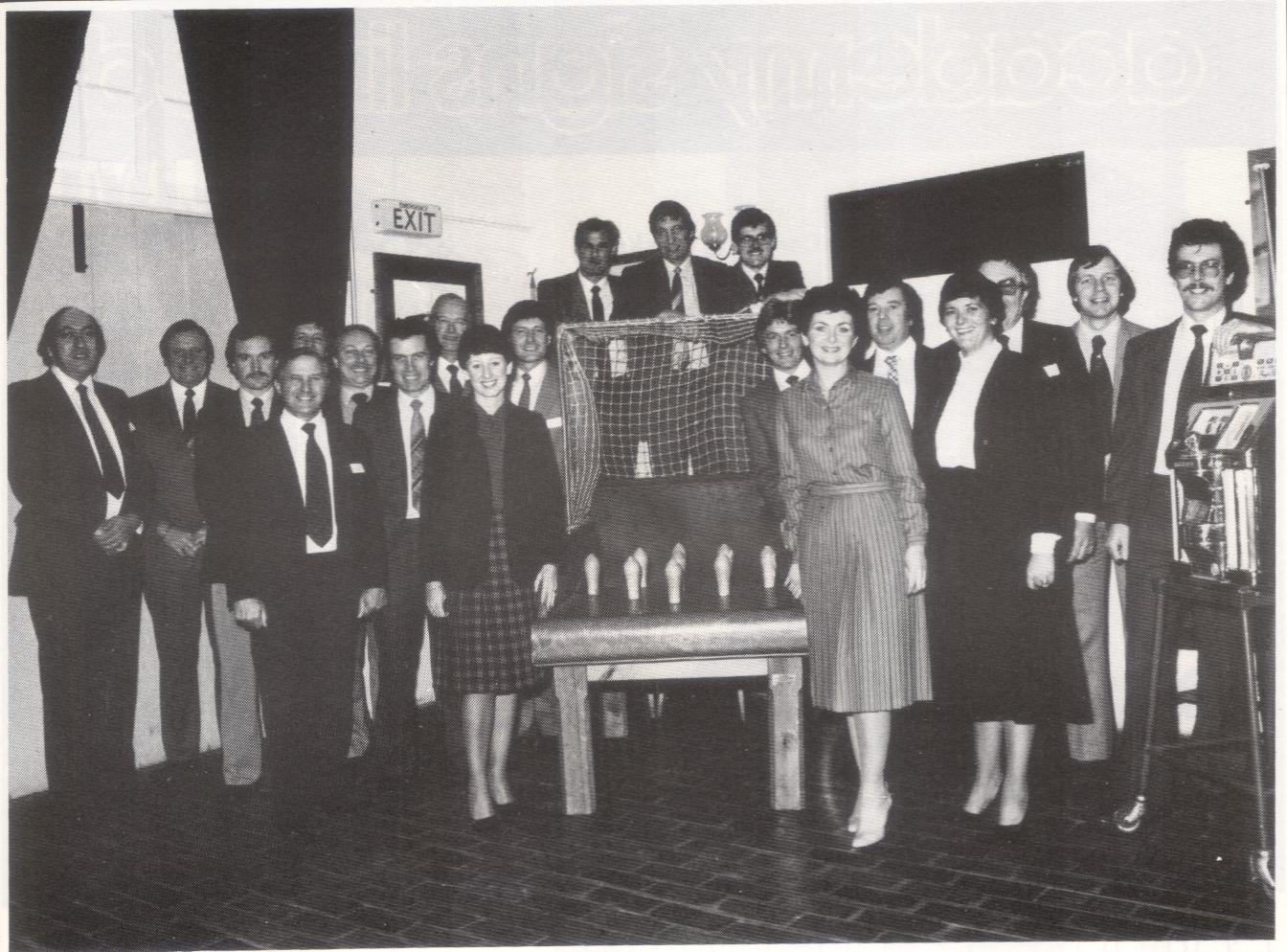
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A LOOK AT GAME APPEAL FROM A BY-GONE AGE

Pictured around a pub game of by-gone days are some of the men and women responsible for the boom in a more technological approach to in-pub amusement.

The reason for the get together was an invitation from Bass North West to visit the Bass Museum and Brewery at Burton-on-Trent.

Quick to accept the offer to learn more about the "wet" side were management and staff from Hazel Grove Music Company, Associated Leisure Ltd., Blakeborough Ltd., and Music Hire Group.

Pictured either side of the skittle table are Pauline Byrne and Angela Caudwell from Bass North West's machine department.

Song sheets handed out for the coach journey home were put to good use and the party were in fine voice all the way from Burton to Manchester!

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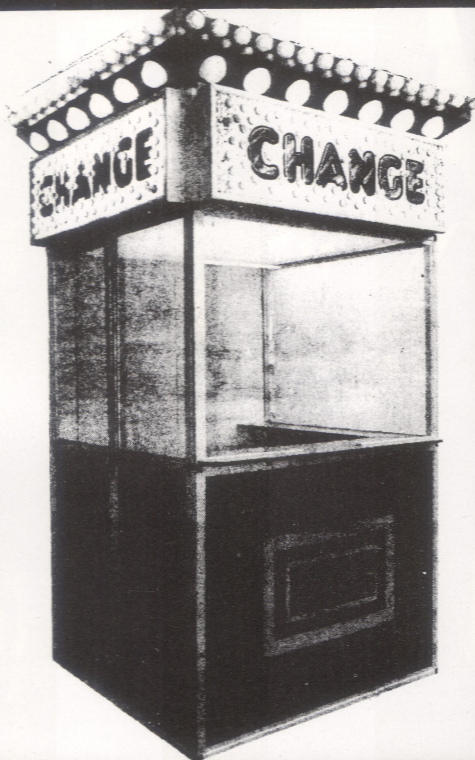
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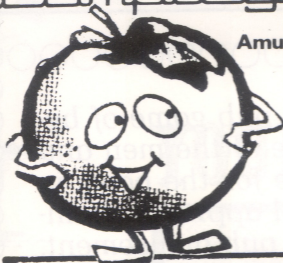
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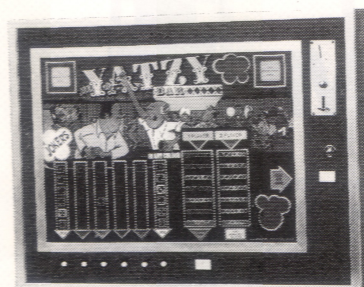
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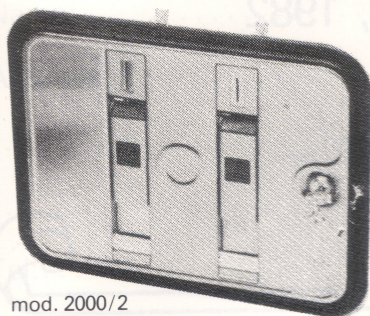
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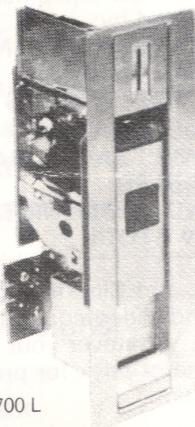
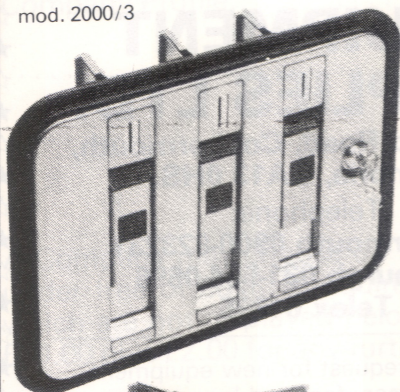
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Beginning with a unique ball entry, Vector's main strategy is to gain entry to the Vectorscan ramp and measure the speed of your flip shot, which is then displayed on the centre playfield's digital "Flip-O-Meter". The Flip-O-Meter also shows the fastest flip to date, offering further challenge to players. Beating the fastest flip awards a Special.

To gain entry to the Vectorscan ramp, it is necessary to drop the Defender drop targets that guard the ramp. Dropping the Defending 1-6 targets qualifies the top saucers for up to 3 captured balls, or Vector energy units.

Energy units can be released 3 different ways; by capturing all three balls; by making the H-Y-P-E targets in order, or by a special last ball feature. Only on the last ball the H-Y-P-E targets may be hit out of order, releasing one captured ball.

To further Vector play, a set of X-Y-Z drop targets on the upper level will drop the Vectorscan Defender targets by remote control when hit in sequence.

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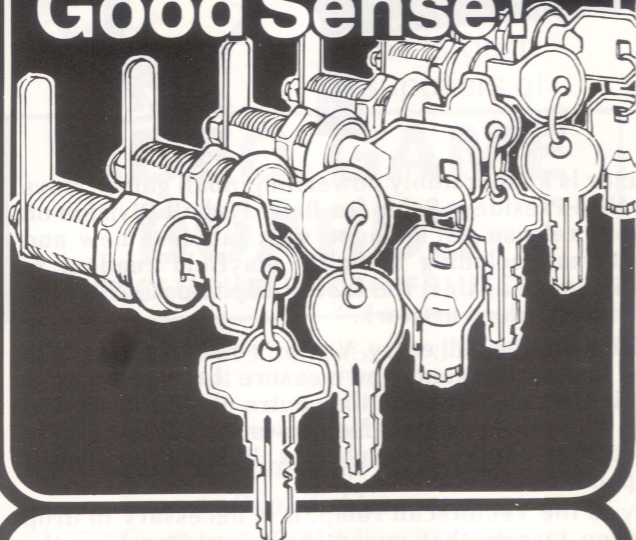
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Euroguide, the industry's classified directory has created a lot of interest both in the UK and overseas. In order to update and publish the third issue of Euroguide for 1983 we need the industry's co-operation. Please fill in this form if you want any part of your entry in Euroguide to be altered or if you have not been included and wish to be. We know how busy everyone is in this industry. But a few minutes of your time spent filling in this form would help us to help you.

1983 LEISURE PLAY — EUROGUIDE

Please check that your business or company name, address and telephone number are shown correctly and appear under the most suitable classification.

If you are unable to find your entry and/or would like us to amend it, please enter the details below, tear out the form and post it to us without delay.

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After the Name, Address, etc. you may wish to place a company profile which is charged at £3.50 per line.

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A Company may choose up to FOUR of the headings set out below for the company to be listed under free of cost. If required a company may wish to be included in other specified headings which are not displayed below, therefore the cost of the FIRST ADDITIONAL HEADING will be £10.00 plus £2.00 for any further headings required. All costs are subject to V.A.T.

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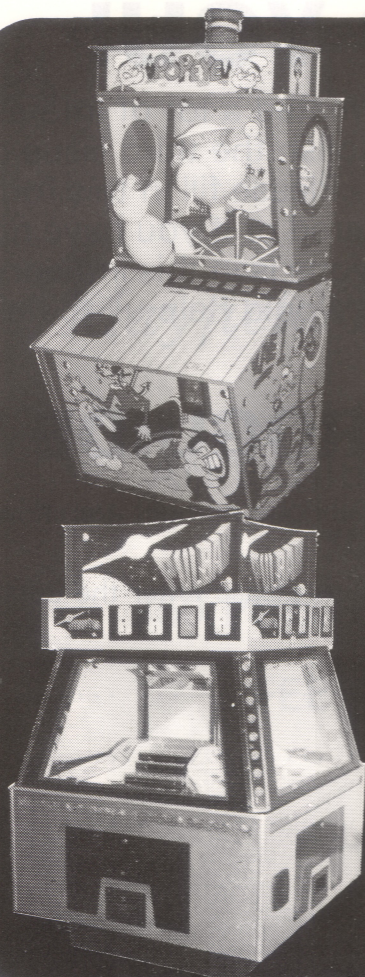
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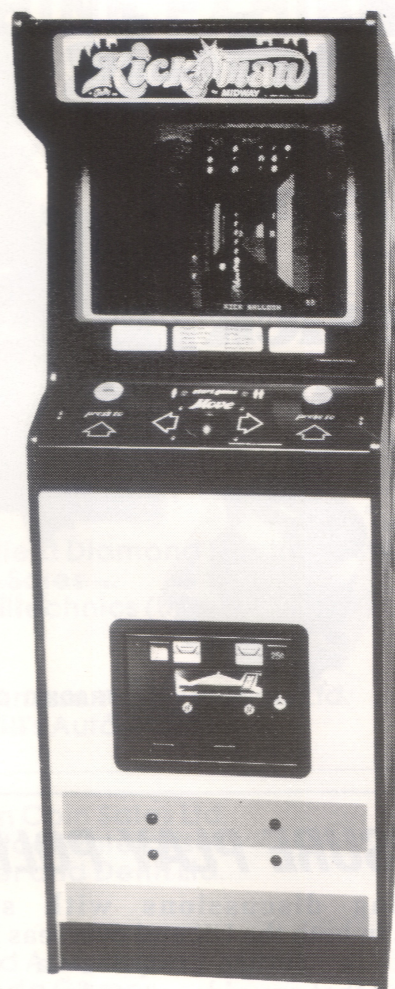
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A GAME WITH A KICK FROM MIDWAY



• Mini-Myte Model



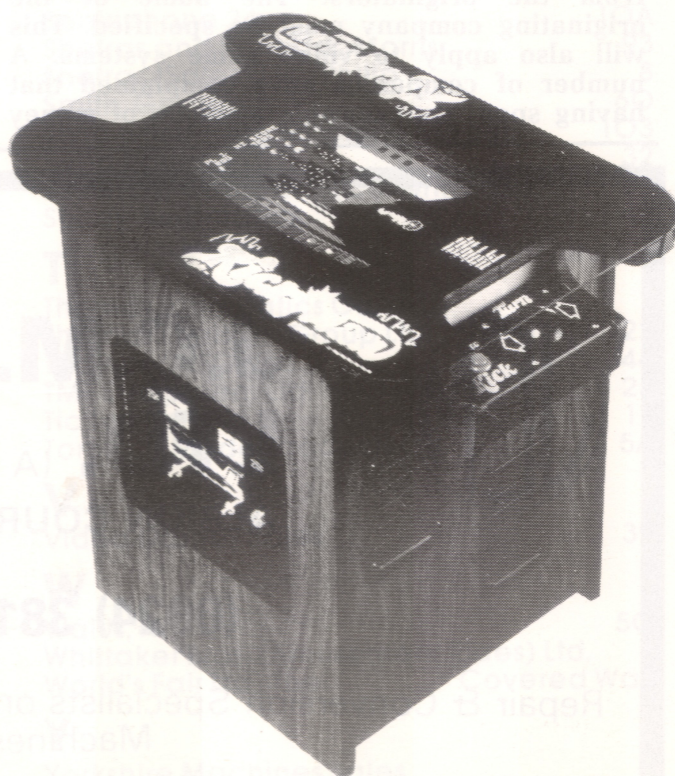
• Standard Arcade Model

"We've developed a fun and challenging follow-up piece in Kick-Man," said Stan Jarocki, Vice-President of marketing for Midway Mfg. Co. "It's a great side-kick to Pac-Man. Players will get a kick out of 'Kick-Man', high stepping video recreation with colourful and special effects that are sure to attract new and steady play-action".

The game involves Kick-Man, a clown/acrobat who pedals a unicycle back and forth across the screen in an attempt to burst or catch balloons and others object for score. The player controls the movements of Kick-Man with a rolling ball, which he spins in either direction to position Kick-Man under the randomly falling balloons and other objects. Should Kick-Man miss, the player can hit the Kick button, which activates the clown's feet to kick the object back up for another chance.

After pressing the 1 or 2 player start button for game credits, the first screen display tells the player that he can get directions on the object of Kick-Man and how the game works by pressing the 'Kick' button.

The game proceeds through many phases as Kick-Man feverishly pedals back and forth trying to collect a stack of eight falling balloons. At times the famous Pac-Man appears to help the player increase his score. When Pac-Man descends and he is caught by the Kick-Man, he gobbles up all the balloons on the clown's head for immediate score. The first Pac-Man caught is a 200 point bonus. The second is worth 400 points; the third 800 points, and the fourth 1600 points. There are different colour balloons that fall in varying speeds. Plus there are occasional fast-falling Pac-Man monster creatures appearing in the balloon formation that are also worth extra points.



• Cocktail Table Model

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LEISURE PLAY POLICY ON VIDEO GAME COPYING

Following discussions with several companies in both the UK and overseas Leisure Play will in future require a written undertaking that any video game featured in an advertisement is manufactured under licence from the originators. The name of the originating company must be specified. This will also apply to video game systems. A number of companies have complained that having spent considerable amounts of money

on research and development, or on distribution rights for games, they have been hit by other firms producing cheap copies of the same games. After a lot of deliberation the directors of Leisure Play have decided that the adoption of this policy will contribute towards a more stable and fair video game industry.

Existing contracts will, of course, be honoured in full.



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We believe this can be a very useful promotional vehicle for the British Trade and we would appreciate a quick response from companies who would like to take advertising space in this publication.

Rates will be the same as for our monthly UK Journal —

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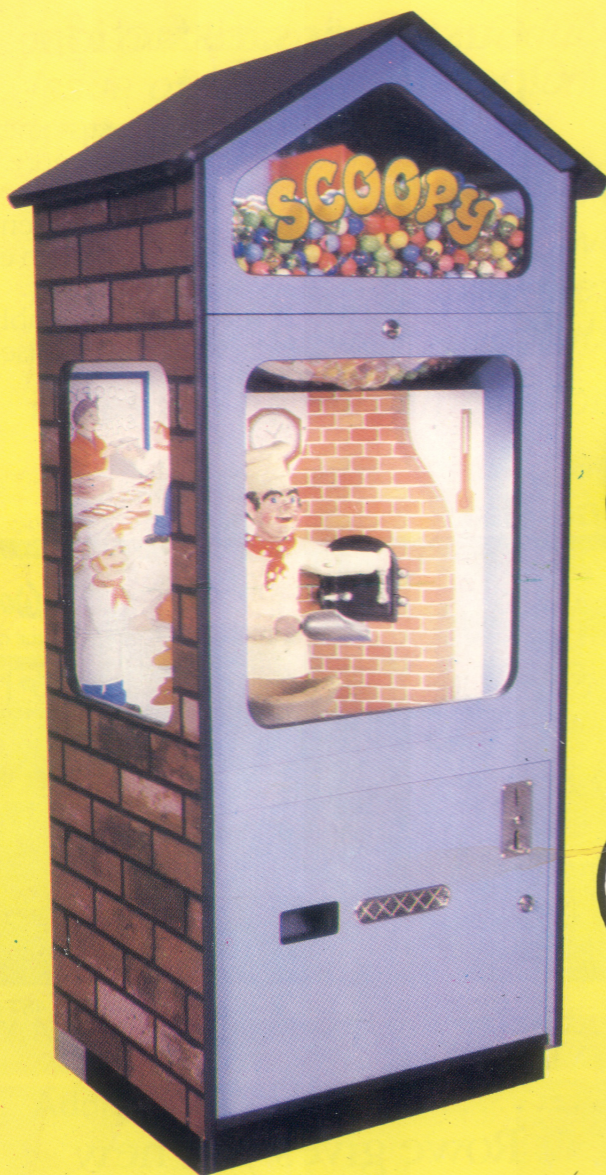
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GAME WORLD



Plays Nursery
rhymes whilst 'Scoopy'
is in motion
(Volume Adjustable)

10p PLAY

Height 69"

Holds over 3000
eggs keeping refills
to a minimum

Replacement eggs
supplied at low costs
meaning high profits

Width 30"

A large variety of
gifts will attract a
constant interest

Depth 23"

For further details contact: **BRIAN JACOBS** direct on (0602) 866770

The Game World Group

UNIT 9, CASTLE PARK, NOTTINGHAM
Tel: (0602) 868202. Telex 37252 GAME W